

The **Park & Pollard Co**

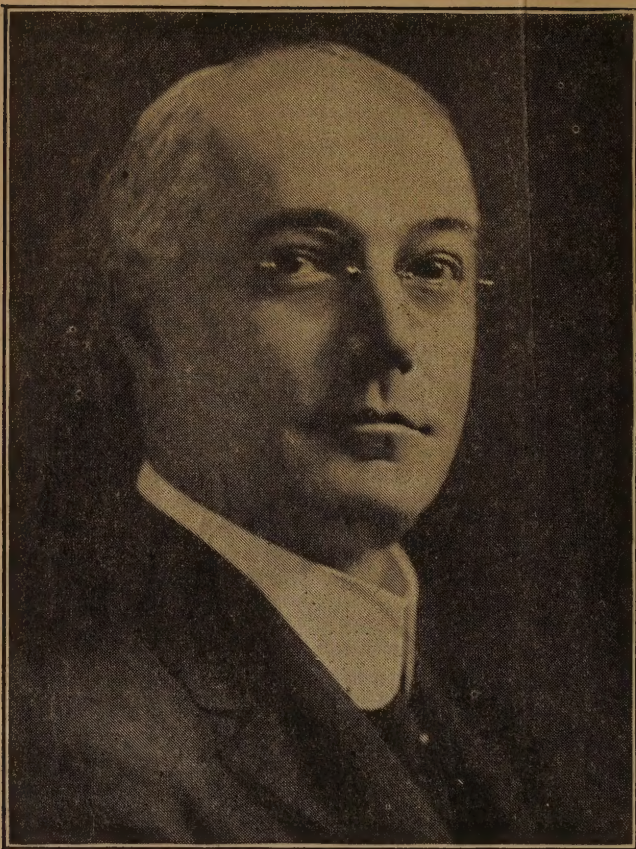
**LAY OR
BUST**



1923
YEAR BOOK
AND
ALMANAC

The **Park & Pollard Co**

131 State Street - Board of Trade Building
Boston - Massachusetts



PHILIP RYDER PARK

PHILIP RYDER PARK was born a plain farmer's lad in Chelmsford, Mass., fifty years ago. At an early age he displayed a great interest in animals and birds and as he grew older this interest deepened and extended to a study of the habits of wild life as well as domesticated animals and fowl. He has been connected with some branch of Animal Industry ever since leaving school, particularly poultry raising, having taken a prominent part in the breeding and judging of poultry. Long ago he knew of that bone, muscle and tissue-building quality in foods now known as vitamins, while making tests and experiments with domestic animals and fowl, especially poultry. By constant study of food elements and experiments he originated his Dry Mash, now known as "Lay or Bust." Up to 1903 all soft feeds for poultry were fed wet and were a sticky, soggy, indigestible mass compared with Mr. Park's Dry Mash.

The success of the new feed was instantaneous and the demand has become so great that the Park & Pollard Co., in seventeen years has grown from a pet stock store to the largest poultry feed business in the world. A mill at Buffalo, N. Y., competent of shipping 1000 tons of feed per day, is under the personal supervision of Mr. Park. In 1905 Mr. Park published The Park & Pollard Co.'s Year Book and Almanac and has personally edited it ever since. This book, which has contributed more to the success of poultry keeping than any other book on poultry, has the advantage of being written yearly and thus containing the latest developments in the feeding of live stock.

Mr. Park is also in charge of The Park & Pollard Experiment Farm located in the town of Clarence about nineteen miles from Buffalo, where tests are being made at all times in feeding, housing and caring for live stock.



By PHILIP R. PARK

TO make the most out of your farming operations, the aim should be to sell much and buy less. Produce everything that it is practical to raise, and convert it into the most valuable form before it leaves the farm.

For instance, corn is a 100% crop for the East. It adapts itself to Eastern conditions and to most any soil, produces heavy grain and forage crops, and the new varieties now available push the maturity line farther north each year, until now there is hardly a section south of the Canadian line that will not ripen some kind of corn, and larger varieties are being acclimated each year.

Do not be contented until you have tried out several varieties and found the kind that will mature in your section five years out of six, and at the same time give you a medium amount of fodder. No crop takes its place, and no farmer should give up or say he cannot raise corn or consider that he has tried or reached his maximum yield until he has planted corn on a clover sod. Then and not until then, can he say that he has reached his limit in production and minimum cost.

He can raise some kind of clover on practically all his land, if he limes the soil, and nearly all soil east of the Mississippi River needs lime. Study the clovers, for they work while you sleep, bringing in nitrogen to the soil and at

*To make
the most of
our Farming
Operations*

the same time producing a crop laden with those newly discovered food principles that spell health when present and death when absent,—viz., THE VITAMINES. Your hens need them; their health and thrift is dependent upon them. Your young cattle need them, else they will not grow properly never mind how much grain you feed them. Your milch cows need them, and if they do not get them they cannot put them into the milk, and they must be in the milk to raise strong babies and maintain the health of young and old people. VITAMINES are more than necessary; they are imperatively required by ALL THOUGHTFUL FEEDERS.

And so it goes. Lime spells clover. Clover spells vitamins and corn. Vitamins spell growth and health to all farm flocks, and prosperity to the owner, and strong, healthy families to all who use the milk he produces.

There is a difference in clovers and soil. Sow a variety until you find the kind that thrives on your soil, and then

stick to it. Cut it early and so preserve the vitamins for your stock.

Does it pay to raise corn in the East? That depends on how much we raise to the acre and how we raise it. Obviously we cannot buy fertilizer and plant a crop of corn that yields 40 bushels to the acre, and expect to compete with the West. Neither could one of our cotton or woolen factories working to 10% capacity expect to pay dividends in competition with other factories working to 100% capacity. The taxes are just as high, the interest and upkeep in the factory is the same whether working 10% or 100%.

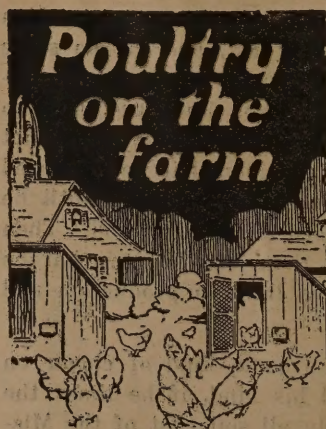
Now that is just what is the matter with the average New England farm today,—operating on a 10% or less capacity,—500 lbs. of hay to the acre, and that largely hawkweed, while the same soil is capable of producing three tons of good hay if properly treated (and that does not mean buying enough fertilizer to produce three tons of hay to the acre the first year). It means buying lime and getting the soil sweet, then planting clover that will take the nitrogens out of the air, raising live stock with the clover hay, and planting corn on the clover sod. Corn on a clover sod with the usual dressing of barnyard manure will grow a crop that will excel the Western average; in fact, will insure the top yield in many states considered competitive with New England.

Having raised the corn, what shall we do with it to get the most out of it? Without doubt the greatest return would come from feeding it to poultry and selling either eggs or dressed poultry. Next best, in their order, are hogs and beef, depending upon the local market; the two really go together,—cattle and hogs.

An Eastern farm really lends itself to a self-contained basis of farming better than farms in any other section. In the South, they have a long season without frosts, but hot, dry weather spoils the pastures during the middle of the sum-

mer, and the hot weather spoils any chance of raising corn. The Southwest has a lot of pasturage when it does not dry up, but it is too hot for the successful raising of corn. Montana and the Northwest have fine pasture land, but can raise no corn because the land is too high and frosty. Iowa can raise plenty of corn, but the land is too high in price to be used as pasture land. The East has the natural pastures, also the climate suitable to the growing of corn. Now, has she the guts to raise the cattle? The conditions of the East are more like Scotland, where they raise and fatten the beef right on the farm—buying very little, turnips and straw for winter, some oil cake perhaps, and using the hillside pasturage for the summer season.

Do not say that agriculture in New England is dead; rather say that many of the methods in use in New England are dead. Bring your farm up to 100% efficiency before you say that the trouble with New England agriculture is the land. New England land is the biggest bargain in the country today, and you can prove this is a fact by adopting a progressive five-year plan of turning your land over once in three years at least, and sowing lime and clover once during the three years.



The average farmer is, to say the least, "out of sympathy" with the poultry on the farm. Running at large they certainly are more or less of a nuisance, but kept in proper yards and their habits and nature carefully studied,

—in fact, if one-half the care and thought is put upon poultry that is usually devoted to the dairy herd,—from five to ten times the cash returns will be your reward.

Poultry is one of the most profitable if not the most remunerative crop on the farm, the amount of profit depending largely upon the numbers kept and the care and judgment devoted to them.

The suburbanite has the advantage of proximity to market, thereby receiving higher prices for his product, but he must buy quite a few things that the farm owner should raise; therefore his costs are higher: in addition to this handicap he must closely confine his young growing stock, while the farmer can let his roam usually.

The farm owner who raises all his green stuff, cabbage, etc., also some or all of his corn, wheat and oats, can feed his flock for less cost per head. He also has ample room to spread his growing chickens about and can allow them room enough that they may pick up a third of their living, cutting his cost of raising and incidentally insuring healthier, hardier and more robust stock.

Poultry products and eggs are always in strong demand in and around all our Eastern cities, towns and villages; in fact, we are importing carloads of eggs from California every week, all of which should be produced here.

Why should we pay freight across the continent and then eat eggs that are not fresh as we know them, when we can and should produce them all right at our own doors?

Poultry keeping is adapted to boys and girls as well as men and women, and as a rule the women will beat the men every time when it comes to the art of caring for young chickens.

Do not let the boy or girl stray away to the city in search of excitement and opportunity; rather get them interested

in your work by giving them some poultry to care for. Let them own it, buy the fixings, keep the accounts, sell the products; in fact, teach them a business, insist that they keep their accounts correctly and accurately, and they will show you a handsome profit and incidentally opportunities for expansion on your own account.

As conditions are today, poultry is the only crop on the average farm that can buy everything it eats and show a profit at the end of the year. At the present time only the most favorably located dairymen are able to figure a profit in their milking game, whereas a properly managed farm flock of poultry, buying everything they eat will pay \$2.00 to \$3.00 per head, making them the best payers on the farm. Under these conditions why not follow the successes and enlarge the part of your farm undertaking that shows a money profit, and at the same time keep the boy on the farm?

Get more good bred poultry. Feed them proper rations (this book tells how), fence them so they will stay, and keep accurate accounts of expenditures and receipts, and you will find them bringing home the bacon every month in the year.

All the corn the old stock consumes and a large part of what the growing stock uses should be grown on the farm; also in many instances the wheat, barley, oats and buckwheat, in which case the profit will show even better than when everything is purchased, and if the droppings are carefully saved (and no careful farmer would think of doing otherwise), the farm will be brought up faster than with any other stock.

Live stock is the salvation of Eastern agriculture, and poultry is by long odds the most profitable of anything on the farm. It is a quick return money crop, and will pay year in and year out.

Beef in the east



greater returns from their land devoted to milk production than they could from beef.

Today conditions have changed. Milk comes to New York City from a radius of more than a thousand miles, and with the advent of dried milk, the entire country is competing with the suburban producer, and prices are reflecting this competition.

Hundreds of farms are producing milk today at no profit that could make money with beef. Milk production entails feeding concentrates that cannot be produced on the farm, and this means teams busy teaming milk to market, and concentrates or dairy rations home again. Beef production properly conducted should consume home-produced grain,—corn, oats, and barley,—thereby not only keeping more money on the farm that goes to the local grain man with the dairy farmer, but also saving many hours' time on the road delivering milk and cream to the local station. The beef cattle can be driven to market at the station once in six months.

There is hardly a farm in the East that will not beat Iowa average in corn production, and when the farmers awake to the importance of lime to grow clover, and clover sod to grow corn on, they will double the Iowa record.

With ample supplies of corn grown on the farm, with good beef calves produced

In the old days of horse-drawn milk wagons, the supplies came from the immediate vicinity of the cities and towns, and such

raisers got

on the same farm, New England can and should produce better beef cheaper than the West can hope to do.

The West has very wasteful methods of beef production. The calves are born in Texas, sold at Fort Worth market, come to Kansas City, sold again there, perhaps wintered in Kansas on the wheat fields, coming again to Kansas City, sold again to a Montana grazer, pastured through the summer in Montana, go to St. Paul or Chicago, sold as feeders to Iowa corn belt farmer, fed 90-120 days, then back to Chicago and sold again for slaughter in Chicago or shipped alive to the Kosher trade in New York City.

Now this is just as wasteful as it sounds,—thousands of miles of travel, a half dozen commissions paid, six months' growing season lost by getting acclimated to their different surroundings, all of which is eliminated by the Eastern grower producing steers on his own place, and feeding them the home-grown grain.

To our mind the West is the country to worry for fear that the East will wake up, and begin feeding itself.

How to get fertile eggs



This is a subject that is neglected by many poultrymen until after they begin to test their eggs in the incubator. That is about the right time to begin

thinking about it for the next year; in other words, about 12 months too late.

The usual procedure seems to be to try and raise your own chickens from your own flock, and if the first or second

settings result in poor hatches, then buy the chickens to save time, which is right and proper except that you should have provided your own breeding stock with the conditions that would warrant fertile eggs from stock that you have been breeding up to a standard of health and productivity beyond the standard of the chickens purchased.

Now how shall we go about it?

If you are planning to use yearling hens in your breeding pens during the month of August, select double the quantity needed; place them in runs by themselves in small flocks, no male birds in the pens; let them have a good grass run or provide ample green food every day with our Growing Feed before them and a feeding of our Over The Top or Red Ribbon Scratch Feed once a day,—milk if you have it.

These are the things we have been advertising for years, but we now know why they were so effective,—The Vitamines.

Green stuff that the birds relish the best are highest in vitamine content. Milk is a wonderful carrier of these same wonder-workers,—all of which goes to build up the stamina and general tone of health after a season of heavy laying in their pullet year, for that is the kind you have selected.

Now continue this method until they begin to look pretty red in the face, and indicate that they will be laying soon. If it is too early for you to save the eggs for hatching, move them into another pen, feed mostly on Scratch Feed out of doors, plenty of cabbage or other green stuff through the winter, milk if you have it (not much Lay or Bust) until a month before you want eggs.

Assuming that you want to begin saving eggs March 1st, you had better get them settled in the breeding pen about February 1st; put about 8 females with each male bird of the American or Asiatic breeds, 12 of the Leghorns, a well

matured cockerel or a yearling that had been kept away from all females until put into the breeding pen.

Feed them out of doors all the hard grain, provide wind-breaks to make them comfortable, and encourage them to stay out all possible.

See that your females are about all the same size and type, and that the male bird is not slow and clumsy.

The house should be cold night and day,—plenty of air without draughts (south side very open).

These directions followed will give you the first throw of eggs for hatching purposes, containing vigor and stamina that will be reflected in your chickens.

Hatches out on time spell success, and late hatches spell trouble to make them mature when eggs are high in price,—all possible, but entailing quite a bit more attention.

Buying new blood



By all means use nothing but pure blood males in all your work, —poultry or live stock of any kind. At present the tendency is toward buying and not

producing one's own chickens. Unless a person is sure of the source of his chickens, he is liable to progress backward on this plan. Progressive poultrymen want to increase the quality and efficiency of their flock, and raise the general average of quality, at the same time producing some outstanding specimens. This is not likely to be done except under careful personal observation and mating.

Hard-thinking poultrymen realize that the quality of their flocks is usually done

up in a small package,—that they have in their flock two, three, or perhaps a half dozen birds that are outstanding, representing the progress of years of breeding.

The usual process of breeding from the whole flock, simply having the male bird of high quality, is not progressive, for the average quality is not increased rapidly on this plan.

If you will select the most perfect male bird you can secure,—healthy and a big, rugged animal, brimful of vitality and true to type with proper markings and general conformation, and mate him to your best two or four females (if you are looking for real show room progress, to the best eight or ten if not), and hatch the chickens early and late from this mating, you will push yourself and your poultry work farther in one season than in five under the other plan.

By keeping the hens' eggs apart and marking and setting them separately and later toe marking the chicks carefully, you can do some real progressive line breeding. Mate the highest quality pullets (two or four as above) back to their sire, and use the best cockerel you produced back with the two or four original hens, and if you can distinguish them, mate the cockerel back to his own dam (if she is a hen that fully fills your eye); remember that the produce will be three-fourths her blood, and will carry nearly all her characteristics. Do not mate brother and sister. One system is line-breeding and strengthens the blood lines if they are right in the first place; the other is in-breeding and leads backwards.

Now go another step, and mate the second year's produce back to the grand-sire, and the grandson back to the original hen again, and in those instances you will have seven-eighths the blood of the original stock, male or female, so that if the stock was right, the progeny will

be doubly so; if it had faults it will show up in double strength in the progeny.

Another point; these small matings encourage the raising of late chickens and for some unexplained reason the best quality feathers and type birds come from the later hatches. This is also seen in the human family. In large families usually the brightest and most successful children are the younger members. Late hatches require equal attention to the earliest lots, and seldom get it, but it pays and pays big to fuss and pet these late comers.

We have outlined two plans, one for the concentration of the outstanding qualities of the sire (which is the one most commonly used), and of the dam, used mostly to produce females of the type sought for.

The first plan adapts itself to the market poultryman, and should be adopted to produce his own breeding cockerels if thoroughbred stock, or to bring up a flock of scrubs into practically full blood by using only full blood males.

The point we wish to bring out strongly is that progress must come largely from your own skill in selection and care and the use of pure bred males, mated under your own supervision.

This is not inbreeding. It is line breeding, and is used by practically all producers of high grade live stock.

These little wrinkles helped the writer greatly in his early work developing the elusive coloring in the Rhode Island Red. Color, type and other desirable characteristics can be fixed and perpetuated by this method more surely and quickly and safely than by any other method of breeding, and if the parent stock is right, there is no danger of weakness, but it is too intensive work to try with anything but birds that are 100% healthy, and that is the only kind that we should breed from at any time.

Vitamines and minerals



The various State Feed Departments require manufacturers to register and print on the bags, the protein, fat, fibre, and carbohydrates contained in

each package. This registration is for the buyer's protection, and in a sense is a guide to the purchaser, but as proteins vary widely in their feeding value, it is obvious that the feeder must test the various rations in his own work to really measure their value to him, and he will find that the food elements not required to be registered on the package are even more important than those so registered, —viz., the mineral or the ash content.

From tests that have been made by the various experiment stations, and upon our own experimental farms, we have found that a ration that is chemically right upon the old standards of protein, fat, fibre, calories, etc., may in one instance fully nourish and with the same ration derived from other sources entirely fail to nourish the animals. This was demonstrated by Professors Hart and McCullom at the University of Wisconsin as follows:

Four groups of heifer calves of five each were selected as nearly alike as possible. The first or check group received a ration as nearly correct as they knew how to compound the proper amount of protein, fat, fibre and carbohydrates derived from the corn plant, the oat plant, the wheat plant in mixture,—the roughage as well as the concentrated feeds,—that had proven satisfactory in the past and in this test also.

The second group received the same

amount of protein, fat, etc., but it was derived entirely from the corn plant, corn gluten roughage, etc., with no other source of feed.

The third group received all its nutrients from the oat plant, and the fourth group from the wheat plant; oat straw and wheat straw providing the roughage, and oatmeal and wheat gluten and wheat product providing the concentrates.

The calves all had the run of dry paddocks, no grass, simply water and salt in addition to the balanced rations provided.

Now if we are to trust the analysis on the bag implicitly, the calves were to grow and mature evenly, all receiving the same balanced ration, the same amount of calories, protein, fat, etc.

WHAT WAS THE RESULT?

The check lot grew, reproduced calves the second year that were strong, healthy, full weight, and hearty; the mothers gave a flow of milk and reproduced the second year with equally satisfactory results. The second or the corn group practically duplicated the check lot; calves were carried the normal time, mothers were fat and produced good yields of milk in every case.

The third group fed on the oat plant grew fairly satisfactorily the first six months; then began to lag behind, carried their calves a little over eight months, delivered them either dead or too weak to live, gave two-thirds the yield of milk of the check group, and milk was of inferior quality.

The fourth group, or the wheat-fed calves, fell behind the oat group, grew more slowly, dropped their calves at about seven months, all calves born dead, yield of milk only about 50% of the check group, and generally debilitated condition present.

The test was run a second period with the same results.

Now the third test was conducted with the same specimens, in the same grouping, and identical conditions, so far as possible, with alfalfa added to the roughage of the oat and wheat group, alfalfa being very high in mineral and vitamine content.

WHAT WAS THE RESULT?

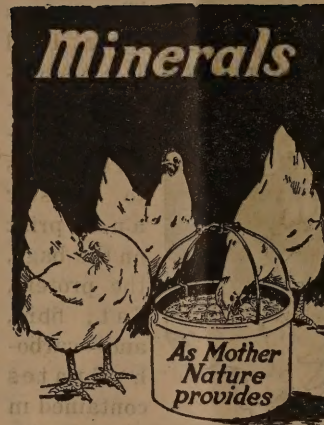
All calves carried normal time, all lived, all mothers thrifty.

Thus you see that the mineral and vitamins not called for on the bag resulted in life or death as they were present or absent from the ration. Further tests have been made with pigeons and poultry. Fed on polished rice for a period of fifteen to eighteen days, pigeons showed immediate signs of paralysis, poultry fed on rations known to be deficient in minerals and vitamins showed the same symptoms. Both were restored to normal health by the simple addition of minerals to the ration. Death would have occurred within a few days in each instance if treatment had not been changed. **Mineral saved their lives.**

Dogs have been fed on meat from which the mineral content had been previously extracted. These dogs did not live as long as dogs receiving nothing at all.

Three groups of pigeons were fed; one on white flour such as we make bread of every day; the second group on the whole wheat; the third group were not fed at all. The second group lived normally, the first group did not live as long as the group receiving nothing. The refining process of making white flour takes out all or practically all of the mineral content, and without this the bird would not survive as long as when fed nothing.

The above test simply shows that feeding tests are the only reliable method of determining the efficiency of a compounded ration, and that the theoretical rations propounded in laboratories look well on paper, but entirely fail in the test barn or flocks.



Of all the minerals, lime ranks as of first importance. It is nearly as essential to life as air and water. Certainly we could not live without it.

As an illustration of lime hunger, take the egg that contains no lime within its membrane, and yet hatches chickens whose bones, bill, toes, etc., are made up of phosphate of lime. How is it done? This problem was worked out at Cornell University. An incubator was filled with fertile eggs, and a few of them removed and analyzed each day during the entire period of incubation, and it was found that to obtain the lime necessary to build the bones of the chickens, Mother Nature reached out through the two membrane walls surrounding the contents of the egg, and took such lime as she needed for her purpose from the shell, and combined it with the phosphate contained in the eggs, and made phosphate of lime.

Now these two membranes are practically water and air tight, but they yielded to the insistence of Nature, and allowed the lime to be passed through them in such amounts as was necessary to the building of the structure of the chick.

We see another illustration of lime hunger in the human family when the nursing mother finds her teeth going to pieces under the strain of nursing her baby, forgetting that Nature is demanding of her certain percentage of lime in every drop of milk, and if not provided in the daily diet, takes it out of her bones and teeth. Nature's law calls for the perpetuation of the species, and youth must be served.

Again, tuberculosis specialists agree that lime in the blood is the most potent influence to counteract the germs of tuberculosis that we are all picking up every day. When the lime content is down, the germ gets the upper hand, and tuberculosis gets a start. This accounts for the tendency of young nursing mothers toward this scourge, and an abundance of lime in the ration will do wonders toward warding it off. With milch cows the same is true. A high producing cow will yield between 125 and 150 lbs. of lime in her milk in a year's time. The average ration contains less than 75 lbs. Where but from her own bone can she get the balance? And that is what she does,—robs her own bone and the bones of her unborn calf, resulting in impaired vitality and abortion,—for Nature casts off that which she cannot nourish,—or the calves are born very weak.

Abortion and tuberculosis in cattle as mineral deficiency diseases are being acknowledged by many of our best authorities today, and the ravages of both can be stopped by proper rations. It is also evident that if the cows are to produce milk for the proper feeding of babies in the human family, they must be sufficiently well nourished themselves.

The future will see Board of Health requirements stipulating that the milk must be clean and of a certain percentage of solid and butter fat, and also that the rations on which they are fed shall contain liberal quantities of minerals and vitamins.

Tests have been conducted at Minnesota University that demonstrated the fact that cows can be fed a ration so low in minerals and vitamins that the milk is incapable of sustaining life in young guinea pigs, but that when the ration was changed, simply by allowing the cows to graze, pigs grew and thrived

normally; all of which compels us to the belief that the health and prosperity of the entire Eastern country is largely dependent upon the farmers' producing the right quality of milk, containing an ample supply of minerals and vitamins, and that a study of methods is necessary to avert disaster. Milk is the salvation of the future life and strength of the coming generations in the cities, and its proper preparation, production and handling are the problems that we are all facing in the future.

At the present time we are witnessing an overproduction of milk, and the reaction is likely to be the other way. Better by far would it be for the farmers to weed out all but their heaviest producers and so feed them that they might not only produce milk of unquestioned quality, but in such amount as would make it profitable.

No analysis has yet been made that determines the exact amount of protein in a ration. It cannot be done. There are eighteen different amino acids that go to make up the proteins, and these occur in widely varying combinations in different feeding ingredients.

To determine the amount of protein in a ration the chemist finds the amount of nitrogen in the ration and then multiplies that result by 6.25 (this figure having been arrived at by averaging thousands of tests, they having found that these various amino acids average to contain 16% of nitrogen).

As you may imagine, these various amino acids vary in their ability to nourish, dependent upon their source, and we have just as many variations in the efficiency of rations as we have different combinations of these acids.

Thus you see proteins do not spell the whole story; they serve as a general guide, but the real test comes only from feeding.

The problems of poultrymen



During the next five years, as we see it, poultrymen's problems are going to be those of production and not marketing. In a way, this is as it

has been, but particularly the immediate future will see active demand for all poultry products of quality and an insufficient number of poultrymen who really produce high quality products.

This is just as important to the backlotter as the farm poultryman; both should strive to decrease their costs by raising a greater percentage of the chickens they hatch, and raise them better, larger, hardier, better than their parents, and more efficient both as meat producers and egg yielders.

These things are the result of "know how" and proper feeding. We supply you with the proper feeds and as much of the "know how" as we can get on to paper. We cannot cover every detail of the happenings of a year in a book of this size, but we have endeavored to put down in a monthly arrangement the things that bothered the writer most in his early work with poultry, and each suggestion cost him something;—some a little extra labor, some a whole lot of money, some grave disappointment, others surprise that he had not thought of them before. They would have saved him thousands of dollars had they been handed to him when he started. We earnestly hope they will save you something. If they do, you are welcome; if they do not, they have cost you nothing, and you are a finished poultryman that needs no suggestions.

This does not mean that you should be content with the trading price for eggs at the store. You should cultivate the roadside market if available, and serve your customers with eggs and poultry of unquestioned quality at prices that are attractive to them and pay you for your time. Do not overcharge and do not give anything but the best quality. Make your name on the package mean "the best" always.

Cultivate also the parcel post market to your city friends; they can and will pay you attractive prices, and at the same time you can furnish them with better goods than they can get in the city. Do not ship them skinny chickens (you will not have any if you follow our suggestions) or eggs of questionable age. Make every transaction on the Golden Rule basis, and you will profit more than by any other method.

We are going to ask you to write us during the year 1923 some little hint that you did not find in this book, that we may incorporate it in the next edition, and also if you cannot send such a hint, ask us about some points that are bothering you, for if it is bothering you, the chances are it is hindering a lot of others and its answer should be in the next book. Don't hesitate; we like letters.

What does 1923 promise



The slow recovery after the worldwide war disaster is going on. Countries sick unto death are slowly gaining a little strength. A century

will elapse before the effects are wiped out. Patience must rule with all of us.

A careful study of the new problems that we are all facing will help us to realize that time only will right the disasters that threatened us all.

During the years of the war, poultrymen had high-priced feed and only moderately high-priced products, but in the reaction they are now getting fairly low-priced feeds and not much cut in the selling prices of their products. They are reaping their reward for their patience and stick-to-it-iveness of other years.

The dairymen had a season of prosperity during the war which has now turned and reached the bottom, and they are passing through a period of marking time, and should be culling their herds down to the very highest producers only, as they are the only ones that can show a profit in such times and the only ones that should be considered at any time.

Hogs have been a good crop almost throughout, and still are, and will be if Western methods of raising them on clover pasture and largely home-grown fattening rations are used.

Beef in the East is a coming crop, and should be carefully studied, as it is better

adapted to many farms than milk production. We have prepared a special booklet on this subject that we are glad to send to all applicants.

On the whole, the situation seems most hopeful to the suburbanite and the country dweller. The reaction from the crowding to the cities during the war period is setting in, and thousands of automobiles are making possible life in the country and work in the city, and the freedom of the city to the country dweller,—all going to make life more attractive, and building up a better race of stronger, more self-reliant people.

Now, discoveries in the laboratory and feed lot have opened up a better understanding of the feeders' problems, and we face the future with unbounded faith in our country, our people and ourselves.

We have served you in the past to the best of our ability and knowledge. With the better understanding which our work is daily bringing us we know that we can and will serve you even better in the future.

Our service is for your gain. It is yours for the asking.

**New
England land
is the biggest
bargain in the
Country to day**



JANUARY

Study this year book
and you will know how
to feed and care for
poultry. See "How to get
fertile eggs" page 2.

Dr Rooster—
Spend one evening this month to
plan out your work. Do things
well. Look ahead to November
and plan for it now.

☉ Full Moon, 2d; ☾ Last Quarter, 9th; ☾ New Moon, 16th; ☽ First Quarter, 24th

EXPLANATION OF MONTHLY HINTS

Special paragraphs on **STARTING** in poultry keeping will be found at the beginning of March, June, September and December. Thus full information for **STARTING** in the Spring months of March, April and May will be found at the beginning of the first Spring month—March; **SUMMER STARTINGS** will be found in June; **FALL STARTINGS** in September; and **WINTER STARTINGS** in December.

Hints on Diseases have been classified in the same way under the last month of the quarter;

PLAN YOUR YEAR'S WORK, AND THEN WORK YOUR PLAN

 **JANUARY** is a good month to plan out the campaign for the next year's or five years' work. Make up your mind, first of all, that you are going to be a high grade poultryman; that you are going to improve your last year's profits; that you are going to raise your stock better this year than you ever did; that you are going to have a plan and **stick to it**; that nothing will tempt you to keep changing from one breed to another; from raising eggs for market to raising eggs for hatching, from market poultry to fancy poultry; and that you are determined to so improve your breed by careful feeding that they will weigh from one to three pounds more when they go to market, and that the cockerels will go to market from one to two months ahead of any of the neighbors'. **You can do it. Stick to it.**

 If you are already keeping poultry for profit, enlarge your plant just as much as your circumstances will permit; adopt our No-Yard system and thereby greatly increase your capacity.

 In addition to preparing for an increased business, make your resolution cover a greatly increased product. In other words, plan to raise more chickens and raise them better than ever before.

 With improved feeding and care (and no additional expense), you can easily increase the average weight of your flock from one to two pounds each. You can increase the laying average of your pen from 5 to 25%, and you can get your broilers to market from one to three weeks earlier than in the past, and get from 10% to 50%

SPRING DISEASES appearing at the end of May; **SUMMER DISEASES** at the end of August; **FALL DISEASES** at the end of November; and **WINTER DISEASES** at the end of February.

This plan will be found easy for reference.

Besides these monthly hints we are always ready to give assistance and advice in personal interviews, or through our Correspondence Department. Address, Editor, The Park & Pollard Co., Inc., 356 Hertel Ave., Buffalo, N. Y.

more from them.

 Keep every pullet that is healthy, whether hatched early or late; feed them to the limit as directed in our Feeding Chart, pages 57-60, and buy enough pullets to fill every pen if you have not enough otherwise.

 If one keeps hens for egg production alone, there will be no need of having any male birds, and unfertilized eggs keep better.

 Late hatched June and July pullets should begin laying this month, if they have been properly fed and cared for. Broilers and roasters started this month bring the cream of the year's prices, and the parent stock should be selected as per suggestions in our fall and winter hints. (See December hints, also article on "Buying New Stock," pages 1-12.) They should be laying well now, and the incubators and brooders put into working order, and the work started early in the month.

 Small flocks spell big profits, and this rule holds good from start to finish.

 Pampered stock and pampered chicks spell failure.

 Get your incubator this month, and be sure you have plenty of brooding room. Most poultrymen make the mistake of not providing enough space for the youngsters after they hatch.

 To reclaim the unimproved and waste land of New England and the Middle Atlantic States, the farmers should return to the raising of live stock, and the time to begin is right now.

YOUR DIVIDEND COUPON IN EACH BAG

 Start now with a carefully laid out plan to get your pullets hatched in March or April.

 Cleanliness is the main spring of successful poultry raising.

 Breeding stock previously selected should be housed in cold houses and fed upon our "Lay or Bust" and Scratch Feed with ground oyster shells always within reach. This ration insures a steady egg yield, birds always in good health, and if the stock is such as we have described, eggs are sure to be fertile, and chickens hardy and easily reared. Sloppy, wet mash, stop-watch feeding is not only nerve-racking and continuous drudgery to the owner, but keeps the birds on edge and at all times watching and waiting for the next feed. Where our way is once given a trial, the old methods are sure to be laid on the shelf, and you wonder why this business method was not previously discovered.

 Keep the birds in airy houses with liberal-sized opening in the middle of south side, which is never closed night or day, and feed our feeds as directed.

 Keep an egg record. Try to have an intelligent idea of what your poultry costs you and what it returns.

 The importance of green food is now explained. It contains the vitamins that are essential to health, also it provides bulk that is necessary to the proper

functioning of the digestive tract. Cabbage is the best, alfalfa and clover rank second. Be sure to provide one or the other either in the ration (alfalfa is in LAY OR BUST) or fed separately.

 Would you put cheap, unsound lumber into the foundation of your house? Of course not. Then why use cheap chick feeds in building the frames of your next season's breeders and layers? It only saves you perhaps one-fourth cent per chicken.

 Every bird, in fact every animal, gets its start in life as a meat eater. The Park & Pollard **Baby Buster Chick Feed** is the only clean chick feed that contains meat. **Go To It** for pigs is more efficient for the same reason.

 With prices ruling high, you certainly cannot afford to take chances on feeds which are not the result of actual experience.

 Small flocks in small houses that are cozy and clean pay best.

 A hen cannot be blamed for not laying eggs when she cannot get any more food than is absolutely needed to keep her alive and warm.

 Don't fret about the price of grain. It's what the biddies give you in the way of eggs and meat that tells the tale. Give them Lay or Bust Feeds all the time and wear a smile.

GENERAL FARM HINTS

 To satisfy yourself as to the difference between the well-bred stock and the other kind, select two cows giving equal quantities of milk, put a Holstein, Durham or Hereford calf on one and a small scrub calf on the other, weighing them both at the start. In six weeks one will have gained double the number of pounds and each calf has taken all the milk from each cow. Moral: You cannot afford to raise anything but good stock.

 Encourage the pigs to exercise when they are ten days or two weeks old by letting them out of the mother's pen, making a gate, or hole, large enough for them as they grow older but restraining the sow, feeding them anything like milk or grain in small troughs of their own.

 As a rule calves do not get enough to eat. Try Milkade, and follow directions and raise better calves than you ever did before. See page 47.

 Farmers should get out of the habit of killing hogs in the

fall only. Better divide with the neighbors and have a killing in the fall, mid-winter and early spring.

 Many farmers' boys with proper encouragement at home would stick at home; others go to the attractive wages now offered in all constructive industries. They would find, however, if they applied themselves as earnestly to the farm as to the trade they choose that in five years they would have better pay and from that time on constantly increasing returns and the blessing of outdoor health and a life of independence.

 If properly encouraged, many farmers' boys would stay at home. Give them some purebred stock to care for and let them own it,—either a calf, pig, lamb or chicken; urge him to so feed and care for it that it will be ready for the fair in the fall, and then see that he exhibits it. It helps the boy a lot, and that means that it helps you too.

Eggs

JANUARY

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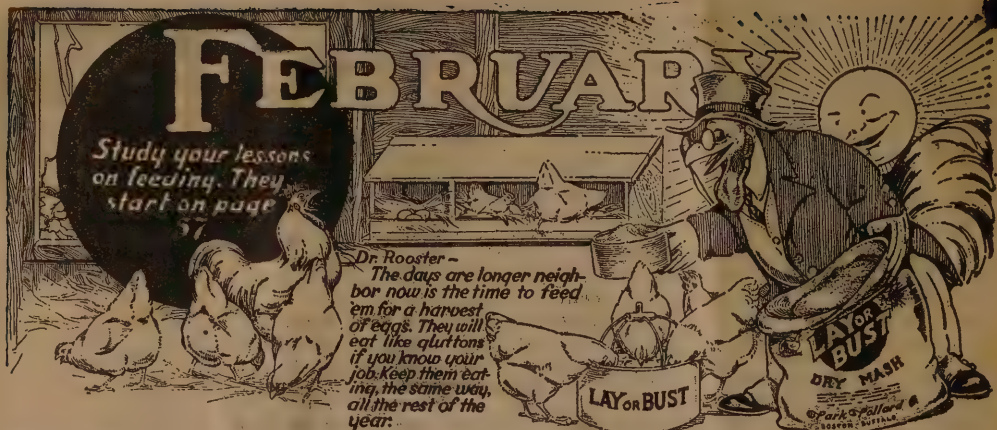
28 Sun.

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RESULTS



☉ Full Moon, 1st; ☾ Last Quarter, 8th; ☾ New Moon, 15th; ☽ First Quarter, 23d

Keep the "Overall" feeders well filled with "Lay or Bust." The birds are keeping union hours now. Hens are gluttons. They **must** be in order to produce the enormous amount of highly concentrated food stuff that their year's eggs represent. Moral:—Cultivate their gluttonous appetites by continuous feeding. Your reward will be more profits.

This is the month of extreme cold, but keep the front of your house open enough so that the frost does not gather on the inside.

Winter chickens, in fact all chickens, should be well fed in order to get the benefit of the quick-growing habit of the previously selected ancestors. Surely the youngsters cannot make bone and muscle out of a "pleasant view" or "good sunny weather;" something more satisfying to the appetite will answer much better, and while plenty of good vitalizing air must be provided, so must an abundance of food be always within reach.

Is your house fixed so that it is free from draughts? Use waterproof sheeting, cheesecloth or very thin burlaps instead of glass in all your poultry houses.

Use plenty of good litter. The birds need exercise to keep in the condition that means profitable poultry.

Scald out the drinking dishes occasionally.

Clean table waste is fine for the birds.

Get your newly hatched chickens out in the open air after they are ten days of age, regardless of temperature. They must have an out-of-door run to avoid leg weakness. Feed them something they like on a bare spot of ground just outside the building, and provide easy access to and from the house (no stairs or blind passageways). Do not be afraid if they should eat a little snow.

Chicks of the large American breeds hatched this month will make the best of early roasters, and will bring good prices in June and July.

Explain to your dealer that you have already started your incubator, and

that you have a few hens that want to sit, that the chickens will soon be here and that you will want "Baby Buster" Chick Feed and Bonnie Booster right away—also drinking fountains and feed dishes.

If your rooster is old, do not have too many hens in the pen with him, if you expect the eggs to hatch.

It costs \$2 a year or more to feed a male. Better keep an extra hen.

Grit and charcoal should be kept before the hens all the time, grit to assist the gizzard in grinding the food, and charcoal to keep the digestive tract free of noxious gases and impurities. Charcoal prevents bowel trouble and purifies the blood.

We recommend stone drinking vessels arranged on the side walls and on raised platforms, so that the birds have every inch of floor space to scratch in. These stone jars are not easily upset, the water keeps cooler in summer, and there is never any possibility of corrosion or poisoning of the birds from the use of any kind of medicine in the drinking water.

Be sure to see that the little chicks do not bunch up out in the bright sunlight. The sunlight has a fascination for them and frequently they will huddle together and get chilled outside in preference to going to a warm hover chamber. In wooden brooders it is sometimes better to hang a thin curtain over the glass window to avoid this trouble, until they reach a more discriminating age.

If you are interested in better prices for farm products, help the cause along by refraining from buying substitutes for butter, lard, milk or eggs. **THERE ARE NO REAL SUBSTITUTES ANYWAY**, but you are a traitor to the farmer's cause when you use them. By all means, use all the milk you can get your family to consume, especially if you have a family of growing children. There is no substitute, and it is **THE ONE BEST** food. Do not hazard the future health of your family by scrimping on its use.

YOUR DIVIDEND COUPON IN EACH BAG

If your breeders are healthy, strong birds, and your house is open so that they practically roost and live in the open air 24 hours a day, and if you feed as we direct the chickens will be vigorous and healthy, and you will raise every one you put in "Lullaby" Brooders.

Poultry is one of the surest money crops on the farm.

Baled shavings make excellent litter for mature birds. Use a finer material for chickens. (Alfalfa Meal is excellent. Most grain dealers carry it in stock.)

To make money on hens they must be as well cared for and

as well fed from April to September as from October to March.

You cannot get a satisfactory egg yield from your table egg layers if you allow them to run out on cold ground, or if the bottom of your pens is bare. The circulation of the blood is very active through the hen's foot, and she cannot devote her feed to making eggs if it takes too much of it to keep her feet warm. **KEEP HER OUT OF THE SNOW AND OFF THE FROZEN GROUND, WITH PLENTY OF LITTER IN THE PENS. KEEP HER DRY DURING THE LATE FALL AND WINTER MONTHS.**

POULTRY HINTS FOR AVOIDANCE OF WINTER DISEASES

If birds are properly housed, fed and cared for, there should be practically no disease. We give the Disease Hints more as conditions to be guarded against than as cures.

The best remedy for most poultry ailments is to avoid the conditions that cause them.

Neglect opens the way for many ailments; it is the first seed sown of many diseases.

It is always economical to kill really sick hens, as disease affects the future productiveness of the bird, besides the probability of the spread of the disease through your flock to your still greater loss.

Troubles in winter months are likely to be from confinement, sometimes resulting in egg eating and feather pull-

ing, caused by the birds not getting all the variety of feed which they pick up while on range. These elements we supply in our "Lay or Bust," practically eliminating all chances of this trouble.

Crop-bound birds have not been getting enough roughage in their feed, and to satisfy the craving eat their litter, straw or long hay used in making nests. This long material accumulates in the crop, and sometimes causes death. Park & Pollard "Lay or Bust" provides roughage.

Canker sometimes appears, but it is really a case of roup that you thought you cured last fall. Healthy hens do not have it unless they drink out of the same dish with the sick ones. **MORAL:** Isolate or dispose of all doubtful ones.

See also Index, Page 72

GENERAL FARM HINTS

A garden is every farmer's duty and the privilege of many back-lotters. Like many other things, it responds to careful planning. A skilful gardener will have from four to six successive plantings of peas, string beans, sweet corn, and should have ever-bearing strawberries so that in addition to a constant supply of all kinds of vegetables there is also a variety of fruit from June until May. With a milch cow or goat, a flock of poultry and a good garden you can thumb your nose at the old H. C. L. most of the time. It's some work but it's a whole lot of satisfaction.

Have a well-balanced farm with all the live stock it will carry and then stick to it, but be sure that every lot on your farm is doing all it can towards carrying its burden.

Indian corn is one of the best general farm crops. The grain can be added to our Scratch Feeds or fed to the hogs or ground and fed to fattening cattle. The stalks, cut evenly, make excellent litter for poultry houses or roughage for cattle. Plant any quick, ninety-day variety for the Eastern country.

Give the pigs good sized yards in the orchard, or better still, the whole orchard. The hay grown in a thrifty orchard is of no great account, but the pigs will make a great showing of it.

If you have been holding a wood or timber lot, perhaps now is the time to let it go. Lumber is at a high level of price and it would pay better as a cleared pasture. At any rate, think it over.



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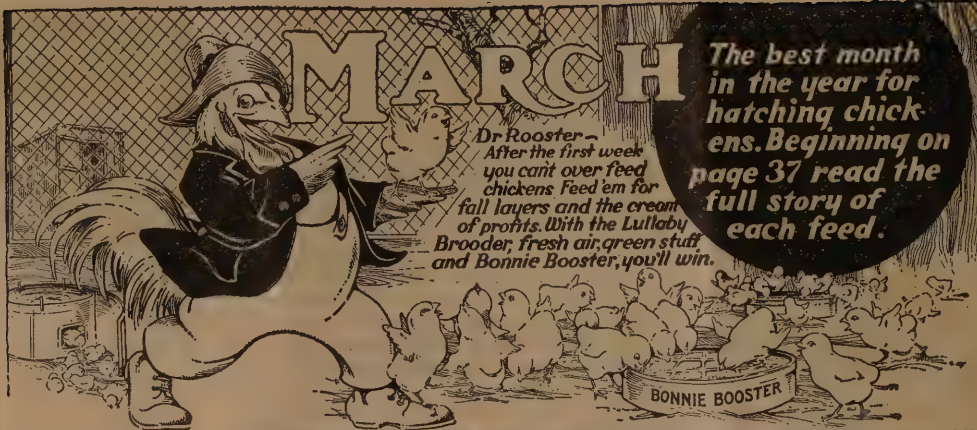
25 Sun.

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RESULTS



☉ Full Moon, 2d; ☾ Last Quarter, 9th; ☽ New Moon, 17th; ☽ First Quarter, 25th

STARTING POULTRY KEEPING IN THE SPRING MONTHS

If economy in first cost is an object, starting with newly hatched chickens will be found best. Use "Lullaby" Brooders for them inside a No-Yard house. After ten days of age give them the run of the house, separating into lots of 25 with chicken wire between. When two weeks old, provide runways, outside, covered to keep out the cats, and when the cockerels are ready for broilers send them to market, giving the pullets the entire house in which to mature.

While this plan does not provide an immediate income, it costs very little to start it, and the cockerels sold should pay for the feed that they and the pullets have consumed up to time of marketing.

Using incubators, you simply provide more "Lullaby" Brooders as the chickens hatch.

If hatching with hens, set them in a dry place with plenty of ventilation.

Avoid damp cellars. Forget about sods and damp earth in the nest.

 IN ALL the twelve months of the year, March is the best one for hatching chickens. There is not a month in the year that chickens cannot be hatched and reared with a good profit, but March has it over them all.

 This is the month to get out your next fall layers that pay the creamy profits.

 In mating the pens of breeding stock, refer to the fall and winter hints. If breeding from pullets, mate with large, healthy, two-year-old cocks (there is no better mating than this), and put them in a cold house. Make them dig hard for every kernel of grain they eat. Remember that nothing but the most vigorous is good enough, whether for eggs, roasters, broilers, or fancy poultry.

 Following a hard winter, this is a month of poor hatches. Don't blame the incubators or the sitting hens, for the chances are that you are the one at fault. If you want good hatches in March, plan for them during the previous fall months. You cannot expect good hatches from stock that has been fed upon wet mash, and partially smothered all winter in glass front houses. Such stock needs a few weeks' exercise in the open air to get thoroughly alive again.

 See that the roofing paper is on tight for this is the month of excess ventilation, high winds and discomfort if unprotected.

 Your breeding stock should be out in colony houses with good size grass yards and wind breaks.

 Start fighting the lice and mites.

 You can overfeed your chicks the first

48 hours and sometimes the first week, but after that you would have to use a shovel and a tamping bar to overload them, if you use properly balanced feeds, and give them plenty of green food and exercise.

 Get the spring coops and fittings cleaned up and in working order.

 Figure out about how many you will need and have them all placed where they can be easily reached at the time wanted. Then there will be no need of rushing around looking for a coop when other work is pressing, or else using the handiest thing for the hen and her chicks and losing many in consequence.

 If you build your roosting coops for your young stock on the colony laying house plan, you will find that your capital is working twelve months in the year; whereas, if you use a low, small roosting coop, you must rebuild again in the fall. Select a type of colony house that pleases you, then add to your plant each season as many of these colony houses or units as you need. In other words: Have a plan and then work your plan. Brains are needed as much as capital in the poultry business.

 As a rule the eggs from hens that did heavy laying during the winter will not be so fertile as eggs from hens that made but a fair showing. Moral: Hold back your breeding stock from heavy laying before eggs are wanted for hatching.

 Give the hens a hopper of Growing Feed in addition to "Lay or Bust." It will help their condition and the fertility of the eggs.

YOUR DIVIDEND COUPON IN EACH BAG

 The use of cheaper substitutes is like measuring potatoes in a three-peck-to-the-bushel measure—your potatoes hold out longer but you lose in the end. The “competitive” feed may save you money, but you lose in the final count. Remember when you let your dealer persuade you to use something “just as good” as our feeds, that you alone are the loser.

 Set all the broody hens that come along this month.

 Keep the incubator full. After ten days, swap the eggs out from under the hens into the incubator. The machine will finish them up better than the hens and deliver more chickens, with no lice. An incubator and the hens working together make a splendid combination and beats either one working alone.

 Healthy chickens live unless abused. Healthy hens lay eggs, that if not abused, hatch healthy chickens. Now it is up to you; if you are losing chickens, why? Are you abusing them, or did you abuse the old stock? Abuse may come in two forms,—neglect or over-attention,—trying to keep your birds too warm in winter, feeding improper feeds, etc. You may be keeping your

chicks too warm, not running your incubator properly. There is a reason for the death of every chicken. Try and see this year if you cannot cut last season's mortality one-half. Let us help you.

 Do not be continually dosing your hens with condiments and remedies. The more you fuss with such stuff, the more you may. Just give them plenty of fresh air, good water, clean surroundings, and hand out kindness to them in large chunks, and you win.

 Use “Baby Buster”. Chick Feed several times a day the first week, then add a dish of Bonnie Booster to their bill-of-fare, and see that they eat plenty of it. The more they eat, the faster they will grow. Quick growth means joyful trips to your bank early and often.

 If you are not getting a satisfactory egg yield, let us know how you house and feed your stock. We will give you the benefit of our experience.

 Cockerels of the American varieties, March hatched, caponized, sell at good prices for roasting chickens during August and early September. This month is usually the year's lowest point for prices on eggs.

THE IMPORTANCE OF FULL FEEDING

Start with the chickens.

Continue with them right up to laying.

Hustle them off to market early.

Crowd them with feed as soon as they begin to lay.

Feed them to the limit right through the winter.

Push them for all that is in them during the next summer.

Feed them heavily all through the fall.

Market the table egg layers fast by swinging to Growing Feed and crowding them.

Then ship to market and begin again.

N. B.—The above hints apply in a general way to all live stock on the farm. There are only a limited number of growing days in each bird's or animal's life. After this period is passed no amount of feeding will increase the size of the frame of the bird or animal. Moral: Feed heavy and early.

Ask your dealer for a cardboard egg record. Free.

GENERAL FARM HINTS

 If this is the first time you have raised a pig, remember that three things go to make a pig happy: plenty of grass, with the opportunity to pick it himself, if possible, and a self-feeder full of **Go To It**, and a chance at lots of water to drink and bathe in.

 Well-fed calves are the only profitable and satisfactory kind. If you cannot feed them liberally, don't start raising them. Sell them to some one who will.

 Make a plan of your farm and the different fields and pasture lots and keep a record of the receipts from each lot, and see if you are getting what you should out of each one.

 Dehorn your cattle and save a lot of bossing around. Dehorning takes all the fight out of a herd.

 Grass is the basis of all meat. Increase your crop of it by keeping the underbrush cut.



MARCH

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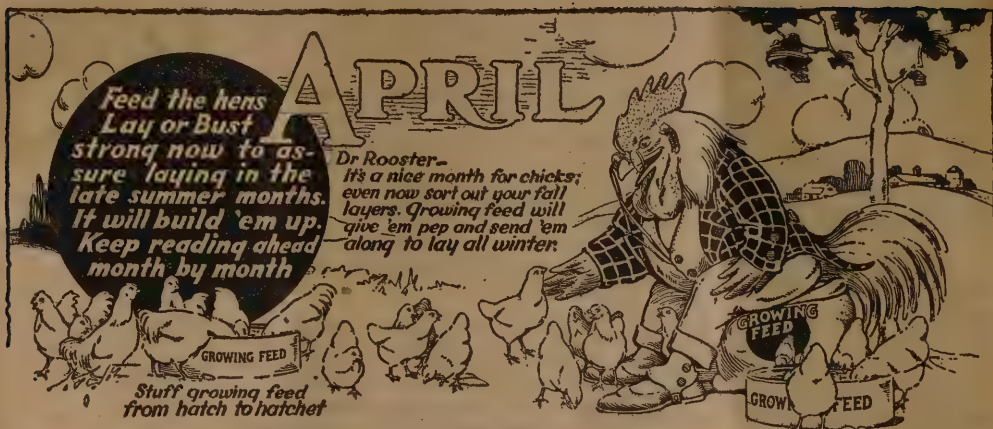
28 Wed.

29 Thu.

30 Fri.

31 Sat.

RESULTS



☺ Full M., 1st; ☾ Last Q., 8th; ☼ New M., 16th; ☽ First Q., 24th; ☺ Full M., 30th

☺ A NICE month for chicks, but watch out for sudden showers. The extra care you give them now means lessened care and larger profits later.

☺ If not intending to use broody hens for sitting, do not let them waste time on the nest. Catch them the first night you find them on the nest and place in light, airy coops, with wire or slat bottoms. This kind of a coop keeps them from hugging a board floor or the ground, and by permitting the free circulation of air below them, tends to reduce the fever which is in their blood at this time.

☺ This is a good month to get out your fall layers.

☺ Feed all your chickens 25 per cent more feed than they ate last year if you can bribe, coax or threaten them to eat it. It pays.

☺ Growth and development require both quantity and quality of food to build up good, solid frames and to give strength and vitality to the young stock.

☺ Do not be afraid to give the chicks all the sour milk they will eat. Good for them. If there is anything better we have never found it.

☺ Because eggs are cheap, don't stop feeding "Lay or Bust." You might get a fair egg yield this month without it, but you want eggs all summer and you can get them if you confine your birds and feed them "Lay or Bust" just as you did in the winter season. Double your profit by so doing.

☺ Better caponize the cockerels if intended for roasters. Place in fair-sized yards or let them run at large, and feed—and feed hard. These chickens are going to be worth fifty cents to a dollar a pound in June and you cannot afford to have them stand around a minute waiting for the feed to come.

☺ Try this year to have a nice lot of big five or six-pound soft roasting chickens to sell during the Christmas holidays.

☺ Use all the poultry manure in top-dressing the grass land or on the garden plot or cornfield.

☺ Broilers are in better demand during the last part of April and first of May than at any other time of the year.

☺ This is the month when the demand for Bonnie Booster increases rapidly. Tell your dealer to order a good stock. It will outsell the chick feeds and the demand will extend into the summer.

☺ Let a few hens hatch a clutch of chicks if you have no incubator, and set them the second time—it rests them.

☺ Get your birds out of doors, give them plenty of room, not too many females with your males.

☺ If you have previously lacked the nerve, take all the windows out of your poultry house this month, provided, of course, that they are all in the south side.

☺ Watch the cockerels and pullets and mark now the ones making the most satisfactory growth, choosing those that have grown steadily and at all times have been plump, full-breasted, and in good proportion. For breeders avoid those that grow leggy, with thin breasts, and also the ones that grow unevenly, making a month's or two months' progress and then apparently stopping and later going ahead again.

☺ A good garden, a cow or milch goat, a pig, a flock of hens, and you can cut your grocery and provision bill in half and begin to live where you only existed before.

☺ Our Growing Feed, containing dried buttermilk, is the ration that puts those nice plump broilers and roasters on the market, and gives us the big hardy pullet that lays all winter, and in the spring produces the kind of chicks that are bound to live if given half a chance—and our feeds.

☺ Cull your flock closely. Market or eat everything that is not making valuable use of every kernel of grain it eats. Do not house any loafers. Get them into money.

YOUR DIVIDEND COUPON IN EACH BAG

 Fifty fine vigorous hens, well cared for in the right sized quarters and kept clean and fed right, are much better than 150 ill-bred ones that never had a chance and are crowded and kept in unclean quarters and fed wrong.

 For young stock, the **Growing Feed**, plenty of green food, and a hearty meal of hard grain at night will promote rapid, vigorous growth. This means early market birds, or good heavy laying stock. For egg production, use "Lay or Bust" after the birds are well matured.

 Outdoor brooders must be kept under a shed or some kind of sun protection to maintain the even hover temperature desired. In teaching young chickens to run in and out of outdoor brooders regularly, use a sod or pile of dirt for them to run up and down on. Also when building their first yards make them A-shaped, with the apex at the opening of the brooder, then the chickens will have no corner to bunch up in during the bright sunshiny days, and their education will take much less of the attendant's time.

 Do not throw away that sitting of eggs simply because the hen left the nest and they got cold. Unless they have been exposed to freezing temperature for 24 hours in many instances the hatch will come along as if nothing had happened, if you put another hen on and let her finish the clutch.

 If your birds scratch litter into their feed dishes, set them up a little above the floor level of the pen on a box, or hang on the side walls.

 It matters not how you start at it—whether you buy eggs or breeding stock, baby chickens or eggs for hatching; whether you build your houses or buy them, use long houses or the col-

ony plan; whether you hatch your birds in incubators or under hens; brood them in cold brooders or heated ones, you must feed your birds on the best feeds to get results at the minimum expense and thereby prevent loss.

 This is one of the best months to hatch pullets for middle-fall and early winter laying. Get out all you can.

 The present tendency is toward larger flocks. This idea has been fostered by the dry feeding method which we introduced, but we are not impressed with its virtues as being all that they are exploited to be, and we think that the pendulum is already swinging back to the smaller flocks and **safety**. At no point is the "Safety First" slogan as true as in poultry keeping. Small units spell **SAFETY**, and safety is the first consideration in making money at poultry keeping or any other industry.

 Every mammal starts its life on milk. Every growing animal to reach its normal growth, should have milk in its diet every day until it ceases growing, and most of all every child should have it until it reaches the age of twenty-one and also for the balance of its life. Let every farmer keep a family cow and use all the milk in his family. Let every suburbanite keep a family cow and use milk freely; if he cannot keep a family cow, perhaps he can keep a milch goat, and goat milk is even better for babies and some invalids.

 Double the attention to the chickens. Prices warrant no losses and never was the margin so good. Raise every chicken and stuff them seven days a week and thirty-one days in every month. "Stuff" is the word and **GROWING FEED** is the stuffing.

GET THE HABIT

Of getting good hatches.

Of feeding liberal quantities of green food.

Of raising all the chickens you hatch.

Of marketing your broilers one to three weeks ahead of your neighbors.

Of getting heavy egg yields all summer.

Of selling your eggs and poultry by parcel post.

Of following the Park & Pollard feeding chart, and all the other prosperity things will follow.

Use the feeds. Buy them of your local dealer. Insist that he carries them in stock **always**. Feed them in "Overall" Feeders and you will acquire all the good habits mentioned above.

Our Year Book is worth a hundred dollars to you and costs you a postal card. Send it to your neighbor.

Eggs



APRIL

1 Sun. _____

2 Mon. _____

3 Tue. _____

4 Wed. _____

5 Thu. _____

6 Fri. _____

7 Sat. _____

8 Sun. _____

9 Mon. _____

10 Tue. _____

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15 Sun. _____

16 Mon. _____

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27 Fri. _____

28 Sat. _____

29 Sun. _____

30 Mon. _____

RESULTS

COMPLETE FEEDING SYSTEM—PAGES 57-60



☾ Last Quarter, 7th; ☾ New Moon, 15th; ☾ First Quarter, 23d; ☾ Full Moon, 30th

MARCH hatched chicks should now be leaving the brooders, and if they have been properly hardened will take quite airy roosting coops. Be careful of them on cool nights when first put out; see that they do not pile up and smother one another.

Hens with scaly legs are undesirable mothers; the chicks catch it from the mother.

Chicks of the Plymouth Rock, Wyandotte, R. I. Red and some other varieties hatched this month can be brought to laying by November first, if pushed with plenty of Growing Feed until full grown. (Leghorns take a month less time.)

Your next fall and early winter supply of eggs is dependent upon the way you feed your early hatched pullets now.

It's not economy to feed a cheaper feed when you can purchase our Growing Feed. You may save 10% on the first and lose 50% on the lateness to market and the waiting for the pullets to begin laying in the fall. A flock of pullets that get to laying as they will if reared on our feed will frequently pay enough profit in six weeks' time to pay their entire feed cost while growing. **Again the best is the cheapest.**

Now that you have got those chickens well started, don't think you can let them shift for themselves and get big, robust breeding stock by full feeding a month or so before laying. Give them all the range you can spare and push the Bonnie Booster into them constantly. It pays big dividends to hurry their growth.

Don't put ten, twelve or fifteen females with an American variety male and expect good hatches.

Growing chickens in the hot months, too young to roost, will thrive much better if they sit on the ground; that is, if their coops have no floors.

Never put two ages of chickens together in any weather.

Don't put two chickens together where you know you should put one, and don't

hesitate to separate them now, not next week.

Try marketing your birds alive. We don't know of a more nerve-racking job than picking a lot of broilers without tearing the skins. Many times you can get as much for them shipped to market alive as you can for them dressed. The labor saved is a big item.

A hen does not create eggs. She manufactures them. Give her the material and she delivers the goods. The better the materials the more goods. Don't stop feeding "Lay or Bust" until your hens go to market except to plump them up with Growing Feed a few weeks before shipping.

There is no crop we know of that will produce such returns in green feed for poultry as Dwarf Essex Rape. Plant any time and care for it as you would young cabbage plants, until the plants are a foot high, then break or cut off the leaves as wanted daily for the poultry. The new shoots will spring up again and continue the process until the hard freezing weather of October and November comes. Four pounds of seed for an acre of land.

If your chickens are on range or in yards where the hawks bother them, sometimes convenient brush heaps, or stretches of wire netting, so placed as to break up the swoop of the hawks as they skim along the ground in catching the chickens, will stop their thieving.

There is only one way to feed poultry if you would make a success of the business; stuff them with the right kind of feed from "hatch to hatchet."

Send us the names of your poultry friends to whom you want us to send copies of this book. They will consider it a favor, and we shall be glad to send it. Remember it is our aim to help every poultry raiser make a success of his business.

Be a liberal feeder, both in the house and out of doors. Feed your family, your live stock and your crops well and they will return your kindness in added profit and satisfaction.

YOUR DIVIDEND COUPON IN EACH BAG

 Nothing but lice will cause the old hen to leave her eggs when she has settled down.

 Sitting hens are lice breeders. This is one reason why the incubator is to be preferred for hatching chickens in large lots, 500 or over.

 The chickens are free from lice to begin with and it is not such a difficult matter to keep the lice in subjection.

 On the other hand, the old hen is a very reliable method of raising chickens that the artificial methods have not quite equaled. She hatches eggs that will not hatch in an incubator, and if her whims are studied she raises stronger chickens than most of the brooders today. If you are raising less than 500 chickens, don't overlook Dame Nature. She has been at it since the world began and she's not a back number yet.

 Whitewash the chicken coops. Disinfect the hen houses with a good disinfectant at least once a week, and continue through the hot months to come.

 Stop the red mites with some good Mite Killer before they get started—prevention is better than cure.

 Growing Feed and a good quality of meat scraps will produce eggs when the hens are

apparently "laid out." Try it at our expense if it fails.

 Don't have any windows in your breeding pen. Waterproof sheeting is much cheaper and means dry, healthy quarters with live air around the stock at all times.

 Don't expect that you can milk your breeding stock with 50% daily egg yield from December to March, and then get good hatches of chickens that will live.

 Get the layers to drink all the water or milk you can. Eggs are very largely made up of water, and the birds cannot lay heavily without a constant supply. Frequent changes induce frequent drinking.

 If you are through hatching, break up your pens and market the old cocks all but the very choice ones that you are expecting to use another year. They are a nuisance with their quarrelsome habits and a continual bill of expense.

 Be liberal with your estimate and have chickens enough and to spare. If you have twenty-five per cent. to spare when filling your laying houses you will always find a ready sale, and this gives you an opportunity to cull closely and reserve only the best for yourself.



MAY

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POULTRY HINTS FOR AVOIDANCE OF SPRING DISEASES

Leg weakness in chickens is caused usually by confining the birds indoors, on hard floors and in overheated brooders. Get your birds out of doors when ten days old, and raise them always (all of them) in "Lullaby" Brooders.

Sitting hens leave their nests if lousy—seldom for any other reason. Use a good Lice Powder liberally whenever you set a hen, and at other times also.

Poor fertility is usually caused by insufficient air in the quarters during the winter, too many females with one male, or too large flocks. Cut down the size of your flocks, and take out the windows, substituting wire netting, waterproof sheeting or cheese cloth. Feed our "Lay or Bust," the fish in it promotes wonderful egg production without impairing the vitality.

Raise your chickens on a new lot of land each season, or let a crop of green stuff grow between seasons, and you will not be troubled with gapes in your chicks.

Liver troubles and indigestion are caused by poor food and improperly balanced rations. Guard against

this by following the directions on our Feeding Chart, pages 57-60.

Chicken Fox is some more of last fall's cured (!) colds and roup, and now showing up in another form.

If your hens have **pale combs** look for red mites or spider lice in cracks and all around the roosts and nest boxes. Use some good Mite Killer and feed more green stuff if you have it.

White Diarrhoea is quite contagious among newly hatched chickens. Use Mrs. Haven's Treatment as a preventive, and raise them in "Lullaby" Brooders, burning the brooder if any trouble appears.

We think this is an inherited disease. Don't breed from any hens that are not in the best of health; we should take chances with a little inbreeding from strong, robust, hardy stock, rather than take chances with unknown, over-advertised outsiders. Be careful where you buy either breeding stock or eggs for hatching, and before parting with any of your good money, be sure that you are purchasing from stock that is better in health than your own.

RESULTS



(Last Quarter, 6th; ☾ New Moon, 14th; ☽ First Quarter, 21st; ☼ Full Moon, 28th

STARTING POULTRY KEEPING IN THE SUMMER MONTHS

Starting in June, if you want winter laying it will save time to purchase chickens in place of hatching them. Get them out on a good grass plot with shade and sunlight where they can get whichever they choose when they reach the age of discrimination, and keep Growing Feed constantly before them. They should be laying in December if pushed with liberal feeding.

If starting for table eggs alone, we should not recommend purchasing matured birds, as it is just in the beginning of the moulting period and moving them about would result in stopping their laying altogether. Better get the house

ready and purchase some early hatched pullets that will get to laying in September or October. Give them all the table scraps after each meal. There is nothing better when fed in connection with our feeds.

For breeding stock August is a good time to pick up some yearlings of some good reliable breed that suits you. They will make ideal stock for next season's use, begin laying in November or December, just in time for broilers and early winter work. (See August hints, also article on "Buying New Blood," pages 1-12.)

 **HATCH** some chickens this month. They generally come better color than at any other season. June hatched chickens need special care. See that they get a clean yard—one that has raised no chickens this season.

 See that the brooder or brood coop is clean, that older chickens do not get their feed and trample on them.

 Take just as much pains with them as with your first broods. Start them on our Bonnie Booster until 8 weeks old; then switch to our Growing Feed, according to directions, until they begin to lay and you will find that they mature as early as many of the April hatched chicks fed on some other ration.

 The days begin to get hot; see that the brooders are in the shade, that the chickens have shade also, that they all have an abundance of water and green food. Both are cheap and almost equally important. One-third of the growing chicks' living will be from green food if given a grass run, and how much cheaper the gain is on this ration is easily figured.

 Of course, if you have a grass range the supply is provided, unless dry weather stops the growth, but where one has to confine the birds in bare yards, lawn grass clippings are splendid, also

weeds and lettuce, or cabbage leaves from the garden or market, and where these are expensive or hard to procure, we offer Alfalfa as the best thing to be had.

 As the eggs begin to dwindle this month substitute Growing Feed for "Lay or Bust" in the laying pens. The birds are very fond of this, the change starts a new lot of eggs, and the hens will gain nearly a pound each in weight before going to market. The hen that weighs 7 lbs. in February will have lost 1½ lbs. to 2 lbs. by heavy laying through the spring.

 Have you provided shade in the runs? Failure to do so results in chicks that won't feather.

 It's not economy to stop feeding the layers in the spring and summer just because the birds have the run of the farm. Better continue heavy winter feeding and get nearly if not quite winter profits. It takes less feed to produce a dozen eggs in summer than in winter and the price paid will show as much profit.

 This is a good month to caponize. Market the broiler stock on hand.

 If you are through with the incubators, give them a thorough cleaning, remove the old wicks, empty the oil out of the lamps, then store the machines in a dry place until next season.

YOUR DIVIDEND COUPON IN EACH BAG

 **R. I. Reds and Buff Plymouth** Rock chicks, hatched any time this month, can be brought to laying before Christmas. Growing Feed and Intermediate-Chick Feed, with those tender weeds out of the garden, will do it.

 The quick growing chicken, pig, steer or lamb is the one that pays the profit. You never saw chickens really grow if you have not used our Growing Feed. Feed every chicken all you can get it to eat and double your profit over any other system. **Money back if it fails.**

 If you want to use brooding hens, this and next month are good months to set them. The old hen will raise a greater percentage of chicks during the hot weather than brooders, and, given a cornfield, orchard or patch of weeds in which to grow her family, she will raise them and go to laying again during August and September, when eggs are paying a good profit.

 Never allow anyone or anything to scare the chicks or fowl.

 Women make the best of poultry keepers and all find the work interesting, pleasant and very profitable. Our methods remove all doubt of success and any disagreeable features.

 Keep a cat or two about the poultry houses; they can be trained to let the chickens alone, and will save what trouble they cost many times over in keeping out rats and mice, the most troublesome vermin with which poultrymen have to contend.

 Let the stock roost in the trees, but look out for Mr. and Mrs. Fox. They have a large family to feed and are not real fussy who stands the expense. They are early risers and get their breakfast at your expense by catching your poultry just as they fly down out of the trees.

GENERAL FARM HINTS

 The farms of the East are going to double and treble in value as soon as the owners cease to be pessimistic. Boost and stop knocking. You never had things coming your way to such an extent as right now.

 Every dollar added to the old freight rates on agricultural products from the West should find its way into the pockets of the Eastern farmers. Do not fight them; take advantage of them.

 Make farm life attractive to the boys and girls on the farm. Be enthusiastic about the wonderful opportunities agriculture offers. Many farmers are themselves to blame for being left alone in their old age. They talked pessimistically about their jobs, and now the boys are working in the city trying to get enough money ahead to retire on to a farm.

 The pig is a wonderful mortgage lifter. He roots the profit out for you.

 Milk sustains us in sickness, why not in health?

 Eggs are the most delicious and dainty food for invalids and huskies. Let's all keep husky by using them freely.

 If you have trouble securing help in the house or stable, before giving up your herd consider raising beef. It takes a lot less help and is more interesting.

 If you are in a district that packs sweet corn, it may pay you better to raise sweet corn, silage the stalks, and purchase Western corn for your stock. It's up to you to decide, but raise a good crop of some kind of corn annually.

 Raise and cultivate your corn by horse power or tractor. Plant the rows so that you can cultivate both ways and save a lot of hand hoeing.

 Don't plow a little square in one corner of a field. Plow the whole field. The chances are it needed it years ago.

 Clean up the pastures and keep them clean. Brush and small trees stop the grass and rob you and the pasture. Ground hemlock is one of the worst pests and should be burned as it stands in August.

 There is no better way to clean up a bushy pasture than to mow it with a bush scythe and then turn pigs into it. Next spring harrow it with an old-fashioned "A" harrow, burn the rubbish and seed to white clover.

 About this time put the castrated males in yards fifty feet square for fifty birds, push them with Growing Feed and plenty of Meat Scraps, with liberal feeds of corn and barley.

 Mites like to hide away under the ends of the roosts. Every time you spray, lift the roosts and give the pests a dose that will drive them out for good and all.



JUNE

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| 29 | Fri. |
| 30 | Sat. |

RESULTS

JULY

As you read and apply the monthly hints, you will save many a dollar also prevent endless trouble and loss. Don't try to save on the cost of feeds you might be a few cents ahead at the start but you will be dollars behind at the finish

Dr Rooster—
See here boys this is a vital month with your hens and chickens. My advice is—begin right down there and read

Philip R. Park's hints—
Commence—



(Last Quarter, 5th; ☾ New Moon, 13th;) First Quarter, 20th; ☀ Full Moon, 27th

 **THINK** ahead. If you want eggs next January begin to groom your hens now. Start them on a ration of our Growing Feed and Meat Scraps (about 10%) and continue until they are through the moult.

 Pullets cannot and will not lay until fully matured or ripe. It is much easier to ripen them with full feeding during July, August and September, than during the colder months.

 You can feed your birds so that they will come to laying at 5 months of age; you can also feed them so that it will take them 10 months. Our Growing Feed meets their needs exactly for the early development. It is compounded with only one end in view—**RESULTS**—and you will get them quicker, better and cheaper by using it than by any other method. **Stuff** them with Growing Feed, unless they show signs of laying too quickly.

 After this season of the year it is a good thing to send broody hens to market.

 July is termed a late month for hatching laying pullets, but if you have not ample stock, by all means get out enough to "make good."

 Don't let any pens go empty. Hatch some July chickens. They are good money-makers if properly handled. Give them shade and green stuff, with good clean yards and coops and plenty of feed, and they rapidly overtake the May and June hatches.

 July chickens can be depended upon to lay in January and February, and lay rapidly all through the late summer and early fall while the earlier hatched pullets are moulting. You will make no mistake by raising a good quantity of chickens this month.

 If you will see that all your chickens that are not old enough to perch, sit with their feet on the ground, during the hot weather, you will avoid colds and roup among them. There is a wonderful amount of blood passing through their feet, and if the ball of the foot rests upon the ground (the earth being a remarkably good conductor of heat) this keeps their body temperature down, and prevents sweating and

consequent colds. **Board floors** are necessary in the early spring months to keep the coops dry, but are decidedly wrong in hot weather for the above reasons.

 The market demand is for heavy chickens and heavy fowl.

 If you breed the American varieties, get busy, buy larger male birds; use larger females in your breeding pens; feed our Growing Feed all through the growing period, and you will increase the average weight of your flock one to two pounds each. Think what this means to you when marketing.

 Spread the youngsters out over the hay fields this month after the hay is cut and you will lose nothing; next season's hay crop will be the better for it, and if you lose some of the second crop, it will be fed to better advantage to the chickens than to any other farm animals.

 Chickens growing right? If not, watch the "Overall" Feeders more closely. If they miss the feed you miss the growth.

 Do not think that the chickens can live on grasshoppers; give them all the feed you can get them to eat with the grasshoppers as an extra.

THE IDEAL JULY CONDITIONS FOR GROWING CHICKENS ARE:

- (1) A short grass pasture or sod where the grass grows fast.
- (2) A streak of sunlight and a streak of shade.
- (3) Some high land and some swamps.
- (4) Running water.
- (5) Right coops.
- (6) Plenty of Growing Feed, containing dried buttermilk, and Scratch Feed.

 Given such conditions the raising of chickens in small flocks is reduced almost to a certainty. On the other hand, conditions may be a long way from ideal, and yet the chickens may thrive properly and gain right along, simply proving that domestic fowl have a most wonderful amount of adaptability.

YOUR DIVIDEND COUPON IN EACH BAG

Don't feel flattered if your growing chickens run after you whenever you appear in sight. It is neither your good looks nor charming personality that appeals to them; the truth of the matter is you have not fed them enough and they are hungry.

Keeping your chickens hungry is like robbing your own savings bank account. You may seem to have more money in your pocketbook, but at the end of the year you find that you really went behind in the process.

If you will feed them on our Growing Feed **now** you will get eggs when they are at the highest prices. At the present time your birds have from 14 to 16 hours of daylight in which to fill up. In December they have hardly more than nine hours, so you can readily see that now is the time to take advantage of nature and crowd the feed into them.

Give what hens you intend to market Growing Feed and Meat Scraps in place of the "Lay or Bust" for a month before shipping, and the last two weeks of the time, feed on corn with no other hard grain.

Let the March chickens have plenty of roomy roosting coops or roost in trees.

Keep the feed always within reach.

There ought to be a law forbidding over twenty-five chicks together.

Don't let the chicks sweat. Look into their coops every hot night and see that they are all right—every night if convenient.

Allow chicks the run of swamp land during hot weather, but get them into upland brooding coops at night or colds may result.

If your neighbor complains that his hens are not laying this month, tell him what "Lay or Bust" is doing for you. If he still thinks the old way is good enough and prefers to let his hens run at large, buy them of him, put them in an open front house, confine them to the house and feed "Lay or Bust." You will get enough profit out of them in egg production to pay for them before they moult. Fatten them on Growing Feed a month before shipping them to market.

Be careful in gathering eggs; do not let any suspicious ones get mixed in. One bad egg is enough to put a question mark on the whole week's production, and may lose a customer.

Renew the nest material frequently.

Eggs steadily advancing in price and giving good profit, in fact as good as during the cold winter season.

Save every bit of sour milk you can for the poultry. They will make better use of it than any creature on the farm.

Don't try to "crate fatten" young or old stock in hot weather. They fret and worry with the confinement more than they gain. Better feed our Growing Feed liberally from the time they are hatched; then they are always fat.

Look out for lice in all your new as well as old houses, for they seem to thrive better in the new wood. Use a good Mite Killer all around cracks, nests and roosts of laying houses and roosting coops. These are bad enemies.

Cats and chickens agree sometimes, but stray cats are always subject to suspicion, and if you are losing chickens and can trace them in no other way, set a box trap and bait it with a dead chicken. If the cat takes the bait your suspicion is correct. Dispose of the cat with as little delay and disturbance as possible.

Three primary essentials of poultry keeping are: proper houses, good feeds and cleanliness.

Use fireless brooders and the best feed you can buy. You can save labor by following up-to-date methods, but don't try to save on the first cost of feed. You might be a few cents ahead on the start, but you would be dollars behind on the finish. Remember: keep them growing from the start, and get them into winter quarters six weeks before they are ready to lay.

Milk should be on every table every meal where there are children. You know you cannot raise good hogs without it; why try to raise children without it?

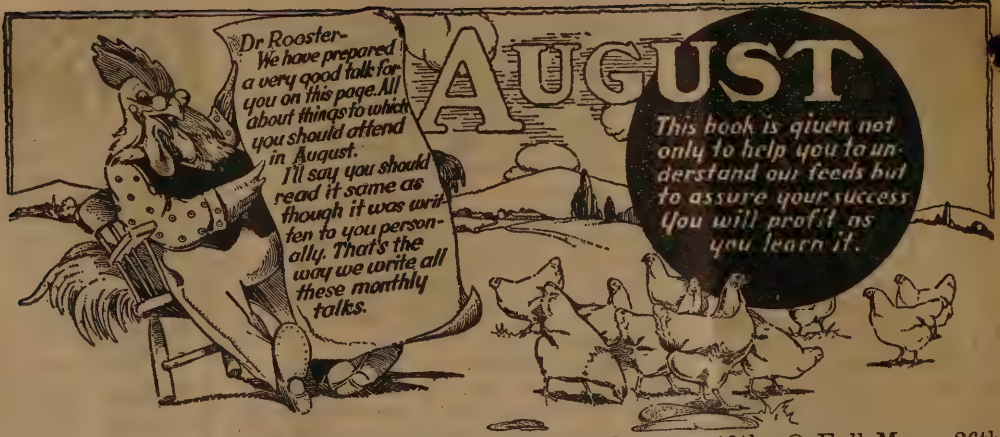
Are you going to be among the lucky ones that get fall and winter eggs? Your luck is dependent upon the care you have given your early pullets and forward moulting hens.

If you have fed them liberally with green food, kept them in small lots, each size by itself, got them into winter quarters early, taught them to scratch lustily for their grain ration, and fed them on our Growing Feed containing buttermilk, and Lay or Bust, you will be one of the lucky ones.



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RESULTS



☾ Last Quarter, 4th; ☾ New Moon, 12th; ☽ First Quarter, 19th; ☾ Full Moon, 26th

SELECTING BREEDING STOCK

The advent of the moulting season means much to the thinking poultryman. He now comes to the parting of the ways, for he should make up his mind right now as to whether he shall winter his old stock or not.

Personally, the writer very much prefers **early pullets** for winter egg production, and **late pullets** for late summer and **early fall** eggs. These late pullets do not lay until January or February, and they continue very late the following summer and early fall when eggs are always high in price, and make more satisfactory returns than yearlings or two-year-old hens carried over.

For the next year's breeding stock, however, the yearling birds, or even the two-year-old hens, are better than pullets, if they are equally healthy and kept under proper conditions.

These next year's breeders should be carefully selected now and only the best of the flock reserved for this purpose. They should be well fed up to bring them through the moult in good season, and kept from laying until the breeding season arrives.

Reserve for breeders only such specimens as "fill your eye"—good, heavy birds up to the standard in weight—birds that you know have never had a sick day and are the picture of health today.

Some chickens grow one end at a time and during their early days are sometimes all legs, while later they mature into quite well proportioned stock; then again some of them have the appearance of standing still and making little progress for a month or more, when they shoot ahead again. All these should be weeded out and a quick-growing, hearty-eating bird that was well proportioned at four or five pounds, chosen. This does not mean the undersized, small, precocious chap that gets "oocky" when very young. These are just the ones you should avoid, for if bred from they will run the size of your flock down very rapidly. Choose rather the

male bird that does not discover he is a male bird until six or seven months of age. He has been busy putting bone and muscle together and he will make the right kind of chickens that do not "go hard."

Market the culls or balance of your flock that you have decided not to winter as soon as they stop laying, or as they begin to drop their feathers.

There is this to be said, however:—If you will change their diet for a few weeks before moulting season begins you can get another litter of eggs from many of them and at the same time get a very handsome increase in weight.

Remove the males from the breeding yards as soon as the season is over. Keep the best for another season. By all means, keep your show male birds by themselves when moulting, and feed liberal diets of Growing Feed and green foods. Scanty feeding tends to produce white feathers at base of tail and in flight feathers of wings.

If you have three or four male birds, put all together in an open yard on a good hot day at noon time, and let them "scrap it out." In a few minutes they will find the master, and all future disputes will be referred to him for settlement. Isolate them until breeding season another year and you will find that yearlings and two and three-year-old cocks are much better as breeders than the cockerels.

When the poultrymen all find out that the first year of a layer's* life is the most profitable, they will begin to market their old hens as fast as they start moulting. They should push them hard the first year, then buy or raise pullets to take their place. Early moulters are frequently slow moulters, taking eight to ten weeks for the process, while the late moulters will get through in half the time. Send them to market as soon as they show signs of moulting and get pullets to fill their place.

Summing it up, it would mean something like this: July and August are the months to cull closely, feed heavily and get ready for next winter's egg yield.

*A "layer" is a hen or pullet devoted to market eggs, not destined to be used in the breeding pen.

For a quick, safe moult of layers you intend to winter gain and breeding male birds, no feed can compare with liberal quantities of green food and our Growing Feed containing dried buttermilk. This ration fully nourishes the system now overtaxed with growing new feathers, at the same time fattens the birds quickly and puts them in prime show condition.

As fast as you kill or sell off the old stock, clean out the houses and have them ready for the youngsters.

Shade, green stuff and plenty of water are all very essential for August chickens of all ages and sizes. Keep the different sizes by themselves, for while under our "Lay or Bust" System the small ones have a far better chance than under the old style of feeding, still we must help them all we can and let them have their share of the "fat of the land."

With the early chickens we must take care to keep the hens dry, and their feet off the ground when brooding. Late chicks must be kept cool, and after a few weeks old, we must be careful to keep their feet on the ground when being brooded.

Be sure that every chicken you own has plenty of elbow room to grow in and see that he is never overheated after night-fall. This is a bad month for crowded quarters. Often the seeds

of next winter's crop of roup are sown in this month, simply by keeping the youngsters crowded into quarters about the right size for one-fourth the number. Results: the chickens are too hot at night and take cold by getting out on a chilly morning in September and waiting around for the sun to warm them up.

Chicks getting plenty of shade and green food? This is the time that Dwarf Essex Rape works in to advantage.

Keep the house as cool as possible.

Shady nooks are relished by the hens as well as the chickens.

August is a great moneymaking month. Prices of poultry are at good paying figures; eggs bring better returns and chickens hatched this month make splendid roasters during February and March.

Second crop clover properly cured is one of the most valuable succulent feeds for hens in winter.

August hatched chicks will be found rather more profitable if turned for market than kept as layers.

It is somebody's fault if the little summer chicks are dying. The tender little fellows cannot withstand heat and lice combined. Protect them from the sun and get after the lice.

SECRETS OF SUCCESS

Plenty of fresh air.
Chicks free from lice.
Growing Feed from hatch to laying house.
Full crop at night.
No crowded quarters.
Sanitary feeders and water holders.

Chicks shut up at night, with wire doors to coops.

Plenty of green food during hot weather,—and all of the rest of the year too.

Never break the chicks early.

POULTRY HINTS FOR AVOIDANCE OF SUMMER DISEASES

Apoplexy and sudden deaths during the hot weather are many times the result of last fall's cured (!) cases of roup.

The Barred Plymouth Rocks seem a little more prone to these troubles than other varieties.

Summer colds and snuffles among growing chickens are the results of too hot sleeping quarters. Be sure that their feet rest on the ground and not on board floors, and that they are never over warm. About all they need is wire to protect them from the skunks, etc.

Late chicks not growing is usually the result of carelessness, crowding, unclean brooders, or yarding them in the same yards the early chicks used, or from mixing the young and older chickens together.

Always keep each age by themselves, and be just as enthusiastically clean

with these later comers as with your first-born pets that came in March. Be sure that they all get plenty of Bonnie Booster or Growing Feed, and a nice clean grass run if you can supply it; if not, a good lot of alfalfa.

Whenever you can do so, separate your chickens into smaller flocks.

The smaller the number together, the less trouble and more rapid the development.

Hens laid out—Change the feed radically from "Lay or Bust" to Growing Feed, and a new lot of eggs will come along.

"Going Light" is a diseased condition that is hard to cure, caused by too much poor quality meat supply, rumpy breeding stock, or poorly ventilated quarters with resultant roup, colds and other respiratory troubles. The axe is about the best remedy.



AUGUST

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- 30 Thu.
- 31 Fri.

RESULTS

SEPTEMBER

If you have followed this book since January you and your chickens are wearing a happy smile. Read ahead to December and take good care.



*Dr Rooster—
March pullets should begin to lay this month. I do like to see 'em in their first laying quarters. The young ladies like attention. I guess Lay or Bust would make 'em happy and you too! I know it would.*

(Last Quarter, 3d; ☾ New Moon, 10th; ☽ First Quarter, 17th; ☼ Full Moon, 24th

STARTING POULTRY KEEPING IN THE FALL MONTHS

Starting in the fall months we find eggs at the extreme high figures.

People are appreciating the value of vitamins in fresh eggs. The price keeps working up and will continue to work up until you receive \$1.00 per dozen for them during the holidays.

To provide table eggs buy well matured pullets, and the mixed varieties will do just as well as the more expensive, full blooded breeds.

For breeding stock purchase only full blooded yearling hens or early hatched pullets.

Buy house and other appliances as suggested in the spring months, but support the house on posts and get sand or gravel in early before the fall rains wet it. House your birds that are intended only for laying, but let the breeding stock have all the range outside the house that you can provide.

Be sure to have plenty of litter so that your birds' feet never get on the cold ground, but don't overdo it, for they will not scratch as well if litter is too deep. Just right is when they scratch down to the gravel every day.

 **THE CONSTITUTION** of the United States reads: "All men are created equal." As applied to men, we are inclined to differ, but when applied to hens and they are all eating our "Lay or Bust," they are nearly if not quite equal. They all lay—the Bantams and the Brahmas, the Cochins and the Leghorns, the Rocks and the "Dottes," black or white, buff or blue, mixed breed or pure bred, mongrels or "high-brows"—with almost equal intensity, on this ration.

 Not much money needed for poultry keeping in your back yard. A space 15 feet square will be large enough for an open-front house to take care of from 15 to 18 hens, and a profit of \$50 per year from the sale of eggs alone (and this without the added detail of raising young chickens) is nothing unusual from a flock of birds housed and fed under the No-Yard System.

 The labor is a trifling consideration. Simply buy the mature pullets in the fall, keeping them confined in these houses until the next fall, then market alive and buy a fresh lot, or better yet, kill and eat as you need them during July and August. Very little skill is required, as the birds are matured when purchased, and as soon as they get settled down in their new quarters, go to laying and have very few, if any, ailments.

 The table scraps add variety to the regular feed ration and make even bet-

ter producers of table egg layers than when kept in larger quantities, so that as an average the small poultryman gets the best egg yield and the most profit per head.

 It is not too late to get another litter out of the hens that have not moulted yet. Feed them Growing Feed and Meat Scraps as a change from "Lay or Bust." As they begin to moult, and as you need the room for growing pullets, weed them out and market them. When they get so that they average less than an egg apiece per week from the flock, ship them.

 Pullets are worthy of your best attention. Get the early ones into winter quarters, and contented this month. It checks them less to move them before they begin to lay. March pullets should be laying this month.

 Yard the cockerels by themselves; not only the market stock, but the ones you have selected for breeders. They grow much better than when placed with the pullets or hens. If they begin to get scrappy, put in one of the old cocks with them. He will maintain order, and is tickled with "his job."

 This is the time the wet-mash hen goes to pieces, so to speak. While her dry-fed sister is laying right along, she takes a complete vacation, loafing around, neither an ornament nor help, demonstrating the truth of our claim of healthier flocks by our system of feeding.

YOUR DIVIDEND COUPON IN EACH BAG

Watch your flock of growing youngsters. If you find a number that lag behind the others put them by themselves and see that they have a little better chance.

Have your houses all cleaned out and put in about six inches of clean sand or loam before the fall rains come on.

Keep the hens happy and healthy. Use a good Mite Killer and disinfectant.

The contented hen fills the egg basket.

Change from Growing Feed to mixture of half "Lay or Bust" and half Growing Feed for the pullets ready to lay.

Get the mature capons to market, for prices are now on the downward scale, and it does not pay to hold them once they are in condition.

Keep track of the different lots of cockerels and your different breedings by a system of leg-banding the birds.

Now the July pullets of last year will give a nice yield of eggs at prices that pay handsomely. If for table eggs, let the birds stay in the house all summer; in fact, after they, go into winter quarters never let them out of the house again and you will get a larger egg yield, provided they always get ample supply of green food. This may be provided by allowing one or two hours' range just before nightfall.

Get the regular fall cleaning done and by the latter part of the month have everything ready for a quick shift if there is need. Be sure all coops over your plant are tight; whitewash or disinfect all winter quarters.

More birds start in the wrong direction and toward a winter sickness in September than in any other month.

Do not put twenty hens where you should have only ten. Two lots of ten each will lay more eggs in the same floor space than twenty running together.

There is no reason why you should not be getting an egg yield of from 33 to 50% right now from your last season's late pullets and a fair yield from the early ones and the old hens. Confine them, feed Growing Feed and moult and fatten them at the same time.

Reduce the amount of Scratch Feed if your hens fall off in egg production. This forces them

to eat more "Lay or Bust" or Growing Feed, resulting in more eggs.

We expect that you have been feeding our "Lay or Bust" and Scratch Feed to your laying hens all the year. If so, you have noted how much better they lay during the moulting season than when fed under the old system.

The old rooster crows well, but he is a tyrant. Either sell him or get him away from the laying hens some other way. He pesters them so that they cannot do their best.

It is not economy to save the life of the birds. If you can't afford to feed your flock, sell them to somebody that can.

Milk (skimmed, sweet or sour) is one of the best feeds for growing chickens and it will pay double the profit when turned into poultry that it will when fed to pigs. Give it to those youngsters to drink, keeping the Growing Feed dry, and you have a combination that will grow your birds like magic.

Have a closely woven wire door to each of your chicken houses and don't forget to close them at night, or some rat, skunk, mink or weasel may deplete your stock.

We repeat last month's warning; keep the chickens cool nights, do not let them pile up or sweat, see them personally after they are in their coops at night at least once a week, and provide plenty of room. Get them out of the trees after the nights get frosty; put them in winter quarters, but keep the house cool. We do not advocate warm poultry buildings, but we do insist that they must be dry and free from draught.

Eggs are getting scarce and higher.

Each brood of chickens from one year's end to another should have a new spot of land to grow on, but this is particularly true of hot-weather hatches.

If you hear your birds sneezing, put some Roup Powder in the water. It will prevent more serious trouble later. Slight colds often start from shifting quarters at this time of year.

Do not underestimate the value of the hen manure. There is no fertilizer equal to it.

Eggs



SEPTEMBER

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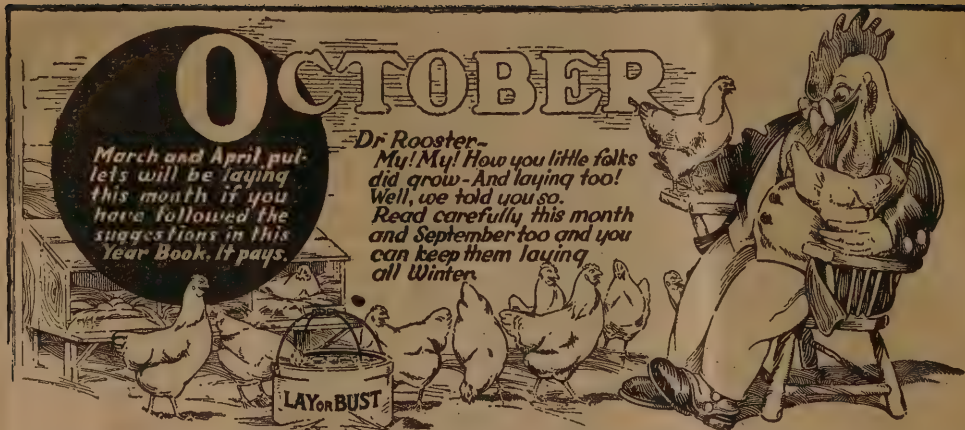
RESULTS

COMPLETE FEEDING SYSTEM—PAGES 57-60

OCTOBER

March and April pullets will be laying this month if you have followed the suggestions in this Year Book. It pays.

*Dr Rooster—
My! My! How you little folks
did grow! And laying too!
Well, we told you so.
Read carefully this month
and September too and you
can keep them laying
all Winter.*



☾ Last Quarter, 3d; ☾ New Moon, 10th; ☽ First Quarter, 16th; ☾ Full Moon, 24th

☞ ALL YOUR birds should be in winter quarters this month. The earlier March hatches should have been under cover last month and should now be laying quite steadily. It is always better to house them a month or six weeks before they begin to lay, for fall laying is against Nature's law and on the slightest provocation she steps in and puts an end to the unnatural production, and it is hard work to regain the ground lost.

☞ Select your next season's breeders now and choose the ones that have made the most rapid growth as youngsters, i. e., the ones that have reached the four to five pounds weight in the least number of days and which at that weight would have presented an attractive carcass dressed.

☞ The more vigorous the male, the larger the percentage of good pullets from mating. (See August hints for care of males out of breeding season.)

☞ See that the layers eat as much bulk of "Lay or Bust" as of the Scratch Feed, and if they show too much partiality for the Scratch Feed cut it short for a few days until they are eating the "Lay or Bust."

☞ This is the right month to have your winter layers start in. If they begin much earlier than this they are not, as a rule, as good layers, and sometimes get broody and moult.

☞ Divide the pullets into small flocks, being careful to keep each size, age and color by itself for best results,—unless mixed colors have been raised together. The smaller the flock, the faster they will develop.

☞ If you have never fed our "Lay or Bust," you don't know what it means to you. Think of it. Eggs at this season of the year from every pen. They can't help it. Lay they must when they eat this feed.

☞ Your early moulting yearling hens will be your best payers. Keep them.

☞ Mix the Growing Feed with the "Lay or Bust" for the pullets. The com-

bination is an ideal one for promoting the development of the ovaries, and by liberal feeding get the persistent laying habit fixed. Don't expect heavy laying without heavy feeding.

☞ Market or eat the old hens, old cocks, chickens, surplus pullets, in fact everything you wish to turn into cash. Ship them alive. Keep only what you can properly feed and care for,—especially feed.

☞ Gather the leaves for litter. The birds need exercise to keep in the condition that means profitable poultry.

☞ We are now getting a good supply of eggs from March and April pullets and the May hatches are starting in. Keep the different ages by themselves, so that the younger ones are not "bossed" around. Kept separated they will mature much quicker.

☞ Many bad cases of roup are started this month by allowing the chicks to lie around under the bushes in damp places. Better yard any that show a tendency to act in this way, feed liberally and use a good Roup Powder in drinking water.

☞ Keep the late chicks in the coops these frosty mornings with an Overall feeder of Growing Feed for them to pick at until you let them out.

☞ July and August chickens should be pretty well feathered out and able to care for themselves if properly housed.

☞ By using "Lay or Bust" feeds year after year, you get a flock of birds full of vigor, vitality and productiveness which you cannot get any other way.

☞ Remember that we have experienced about all the poultry troubles in the calendar, and having discovered a cure for them will be glad to help you over any hard spots you are experiencing. Write often.

YOUR DIVIDEND COUPON IN EACH BAG

 The farmer will have some cabbage that did not head up well. It is just what you want. Spread it on the north side of the house and cover with about a foot of hay and leaves.

 Use water proof sheeting in place of window glass. It is the cheapest and best.

 Be sure all of the chickens are out of the trees before the cold rains start in, and when changing birds from the trees into the houses, take every window out, and see that the buildings are as cold as they can be kept; your hens will thank you for it, —more eggs, better health.

 A pullet or hen is of no value to you if you do not feed her. Eggs she cannot manufacture without food, any more than a loom can manufacture cloth without cotton. The value of the loom is in how fast it will convert cotton into cloth. The value of the hen is in how fast she will convert feed into eggs. Feed every atom she will eat. The only time to stop stuffing your birds is after they have gone to market.

 The old teaching was: Do not overfeed. Our slogan is: Do

not underfeed. A dozen eggs weigh from a pound and one-half to two pounds. A well fed hen will lay fifteen dozen in a year or from five to eight times her weight. Can she do it if you do not give her the material with which to make them? Should you assume to regulate her appetite? Should you not be striving how to get her to eat more, and the more the better, if of the right proportion?

 In the latitude of New England poultry should be in their winter quarters and everything snug and in shape for the cold winter that is now liable to come this month at any time.

 The secret of success is hard feeding and cleanliness. Keep up their appetites and keep down the vermin.

 Teach the pullets to scratch. When they are scratching busily it denotes that you have not over-fed on Scratch Feed.

 Keep litter in the pens not too deep, 6 to 8 inches is about right.

 Scratching is beneficial, helps their digestion and promotes egg laying.

GENERAL FARM HINTS

 The East is the only section now possessing cheap pastures and should be raising its own beef, pork, poultry and mutton. The present high prices should look attractive to you, and the top is not yet reached. **Begin now.**

 Lighten the labor on the farm by careful planning. Bring the water into the house, the stable and the barn yard. Let the steers, dry cattle and young stock run under open shed, well protected from the searching winds, with racks of hay and some grain in self-feeders.

 Read carefully article on Raising Calves, pages 47-55. It is full of invaluable information.

 Don't keep changing your plans. It takes a number of years to establish a good flock or herd, and if you keep jumping from sheep to hogs, from hogs to beef, from beef to dairy cattle and from dairy cattle to poultry, you are always getting in at the top and out at the bottom.

 Sow clover everywhere unless you can raise alfalfa. They are the two best bets for the farmers.

 Increase the size of your dairy cattle by selection, breeding

and feeding, particularly feeding the growing calves.

 "Home-raised pork" on every suburbanite's and farmer's table in the east is our slogan.

 Why does not the farmer of today have a fat steer to slaughter every fall? Why not form clubs of four and each take a quarter? Let one be killed in December, another in January, and so on, then you will all have fresh-killed, home-grown beef all through the winter. Keep the money in the east.

 FARMERS! Trim your sails, not by raising less stock but by raising better stock.

 Raise all the live stock, dairy calves, pigs, chickens and a beef or two for yourself and the neighbors,—all you can feed well. Don't raise more and don't raise less.

 If every farmer east of Ohio raised his own pork, beef and poultry he would be that much more independent of the transportation strikes and troubles that we have passed through and are going to experience during the readjustment period. Incidentally he will have a few extras to sell, of course, and that means a lot.



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RESULTS

NOVEMBER

Good idea to begin
the scheme in January
for a result like this.
Select your next sea-
son's breeders
now.

Dr. Rooster.
Fine! well, I'll say it's fine.
Lay or Bust, fresh air and
best of all eggs aplenty.
Gor bust 'em aint it fine.
It's the easiest way too.
Follow the Year Book
and you can't miss it.



(Last Quarter, 1st; ☾ New Moon, 8th; ☽ First Quarter, 15th; ☼ Full Moon, 23d

 YEARS AGO, not so many at that, we all got up early, a lot before daylight, and started boiling water under the big kettle. Then we lugged the mash around to each pen and we put down just what they would eat up clean in five minutes. We had shutters for the windows, roosting closets, every crack and crevice sealed up tight, warmed the water and the grain. Think of the steps we took and then we didn't get half as many eggs as we do today with "Lay or Bust," open front houses and cold water; the hens are a lot healthier, our health is better too, and the profits are more than double.

 Getting out on the cold ground, walking around in the snow and slush, damp litter, all keep your birds from laying. Don't try to keep them warm, but keep them dry at whatever cost. Keep them scratching.

 You know that when the hens are laying life looks a lot different than when they are loafing. If you have not done so already, order some of our feed **today** from your dealer. **Your prosperity will follow.**

 November is a month of long nights and short days; while during the summer months the birds are on the roosts eight hours and less and busy eating the other sixteen, now the reverse is the rule, and they should not be kept waiting a minute for the owner or attendant to feed them. Our feed is always there and as soon as it is light enough they can begin filling up. Naturally they are at it from morning until night. No chance for a feast, then a famine, as under the old system. This is why results are more certain with us.

 The more "Lay or Bust" your hens eat the more eggs they lay. The more eggs they lay the more "Lay or Bust" they crave. You can't lose when you feed this ration.

 Push everything to market early this month or use them on your own table

unless you want them for breeders another season, as the holiday markets later in the month are seldom satisfactory, except for very large, choice, eight to nine-pound capons. These it might pay to hold, but really they should have gone to market two months ago. November is, on the whole, a bad month to market fowl and chickens. Turkeys have the right of way, and so many unposted producers rush in fowl and chickens that the market is usually glutted and prices run low.

 Have you purchased your stock of breeding cockerels? It is a good time now before the stock gets culled over.

 The people who are on intimate terms with their poultry, so that they can pick the hens up at any time, are the ones that get the large egg yield.

 Do not put your pullets from airy coops or trees into winter quarters that are warm and tight. Give them lots of air, without draught.

 Do not put the windows in, because it is cold. Remember that your birds have better overcoats than the most of us can buy and they cannot take them off when the room is too hot. Plenty of windows make hot houses of your buildings on bright, sunny days, and zero conditions at night. Open-front houses mean cold houses **day and night** and maintain a much higher standard of health in your flocks. Now we mean all we say. **One-third of the south side open 365 days in every year for best results.**

 See that your house is banked up around the bottom, so as to avoid draughts. The poultry will stand almost any degree of cold, but draughts mean sure trouble.

 It is not always necessary to supply grit, but it is so cheap you cannot afford to take chances. The hens need it for best results.

YOUR DIVIDEND COUPON IN EACH BAG

 **A simple recipe for getting eggs in the fall and early winter:** Early hatched, well matured pullets or yearling hens that were moulted on Park & Pollard Growing Feed and raised in airy houses, without glass windows or draughts, plenty of litter on the floor; birds kept confined to the house, fed upon our "Lay or Bust" and Scratch Feed; kept busy scratching and healthy by fresh air, good water and plenty of shell and grit. Isn't that simple?

 If there is any sign of a cold, use a good roup powder immediately.

 Push the "Lay or Bust" into your laying stock. The eggs must come or the birds will explode, when you use this ration.

 Thousands of women are engaged in poultry keeping, finding it a sure and profitable method of making money, and the marketing of the birds alive removes all the disagreeable features of killing for market.

 Keep the "Lay or Bust" clean; remove the straw and litter from it every morning.

POULTRY HINTS FOR AVOIDANCE OF FALL DISEASES

Roup—Practically the only trouble to guard against in the fall and early winter months is roup, or neglected colds, and this is really the only one in the business to fear—and fear this we must, as it is the worst of them all; in fact, is worse than all the others combined. It is caused usually by crowded sleeping quarters, or roosting in draughts or in too warm houses without sufficient air.

Birds housed in houses that are one-third open to the weather on the south side (or more open in southern climates), will be free from roup or colds if the opening allows no draught. Give the birds good air to breathe at all times, treat them as though they were hardy and strong from the time they are hatched, and they will be strong and free from disease. Baby them,

 **Keep them eating.** Remember you make your profit on the extra feed you induce your birds to eat.

 Yes, it is some cold, but the birds will not mind it if their house is dry and free from draughts. Keep them healthy and happy with plenty of fresh air and proper feed.

 Better gather your eggs for hatching several times a day; during this kind of weather, eggs quickly chill.

 Try to out-distance your neighbor in raising poultry next spring, but do it in a friendly way, don't boast about it.

 Keep the hens busy. Dry leaves are dusty but they make the best of litter.

 Tell your dealer how many eggs your pullets laid last month. Tell him all his customers would be as prosperous and pay their bills as promptly as you do if they bought our feeds and followed the common-sense directions laid down in this Year Book.

pamper them, raise them in heated buildings, keep them in tight houses, and you will have continuous trouble.

When moving your stock into winter quarters during the fall and winter months, use a very little Roup Powder in the water as a preventive. Take out the windows, but see that the birds are not in a draught on the roosts.

The one worst feature of the long houses is the tendency to draughts, and the likelihood of canker and other contagious troubles working from one pen to another. To avoid draughts, the houses must have tight board partitions between each pen. Colony houses should be fairly tight on all sides but the south, and the opening here should be in the center and about two feet from the floor.

GENERAL FARM HINTS

 If allowed their own choice (and who is a better judge of their wants?) chickens will get one-third, hogs one-half, and cattle nine-tenths of their living off grass, and that's the cheapest and best way to raise them, too.

 It's better to sell cream or butter fat and keep the skimmed milk on the farm.

 Your brood sows will thrive on ensilage and dry clover (second crop preferred) and mangel beets during the winter months

and on pasture during the balance of the year; a light feeding of **Go Tu It** is all that is required in addition.

 Break the calf to lead quietly when it is a month old, or younger.

 Try and be the best live stock grower in your town. Use nothing but the best sires and feed the young stock better than any one else. Let your stables and outbuildings be a constant lesson to your neighbors in better farming methods.

Eggs



NOVEMBER

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RESULTS

DECEMBER

A good year! Did you make it? Start again next month in good American fashion to beat it. Read the Year Book and plan it out in January.

Dr Rooster—
Don't be alarmed fellers. I'm not going. I've come to stay a while. Take a look at the disc. Next year will be a humdinger so get all set early.

☾ Last Q., 1st; ☀ New M., 7th; ☽ First Q., 14th; ☼ Full M., 23d; ☾ Last Q., 30th

STARTING POULTRY KEEPING IN THE WINTER MONTHS

December, January and February are cold months, but this should not deter any really earnest poultryman from starting in business.

We suggest the purchase of 15-18 pullets with no male bird, if you are in the business only to supply your table with fresh eggs.

If you are starting in to breed your own stock, and this lot is for your original breeding stock, we urge the purchase of not over 10 females, preferably yearling hens, and a good vigorous cockerel,—one that is well developed and fully up to the standard weight of the variety you have decided shall be your choice.

It is not economy to purchase breeding stock that is too blue blooded or that is pure blooded rather than rugged.

Get your breeding stock out of doors every day and the eggs will hatch much better. Dig off the snow in front of the coop, making a space equal in size to the size of the pen. Feed them our Scratch Feed once a day outside in some litter so they will scratch in the open air for it. This means some extra work, but fertile eggs in winter are worthy of a good deal of extra labor.

For one-pound broilers and for eggs for the New York market the Leghorn is rapidly forging

to the front even in New England. Feed them Leghorn Special; otherwise treat them the same as the other birds and you will find them just as hardy, and they enjoy the distinction of being non-sitters, which is a great advantage during the spring and summer months.

As an additional advantage, the Leghorns possess the activity which makes them nearly as good for table egg layers the second and third years as the first year, if properly handled, the first season.

Do not spend much money on fancy breeds, new varieties and new blood. If you will take proper care of your own stock, you can develop it into as handsome and hardy a stock as any you see in the show rooms. See page 5, "Buying New Blood."

Keep your expenses and your ideas down to the market level of price and you will make money, while if you try for the long prices of fancy stock, you will find only disappointment and loss. We have been there,—we have won the ribbons, and sold the high-priced birds,—but take it from us, **THERE IS NOTHING IN IT.** It is the good market biddy that has no frills, fancy skirts or shirt waists, that pays the grocery bills and the mortgage.

Do not go into the poultry business if you do not like hens.

 **DON'T** let your market egg layers* out of doors under any condition during the winter months and keep their pens well littered. There is a wonderful lot of blood circulating through their feet, and they won't lay if they stand around in the mud and snow all day.

 This is the month when "eggs is eggs" and producers of real eggs will come into their own. Encourage your hens and pullets to get to laying with liberal feeding of "Lay or Bust" and our Scratch Feed, then get in touch with your city acquaintances and give them a sample dozen of eggs "right from the nest with the bloom on."

Arrange to supply them regularly by parcel post and get long prices for good stuff. Your prosperity will follow.

 See that your birds have dry quarters, plenty of "Lay or Bust" and our Scratch Feed,—and the eggs must come.

 Provide a windbreak of some sort for your breeding stock. Burlap fertilizer sacks tacked or pinned to the fences, or evergreen brush so piled as to keep the searching winds from striking them, all tend to make them comfortable and happy out of doors, and that spells eggs that will hatch strong, hardy chicks.

 In selecting breeders (see August hints) for the roaster that is to be

* A hen or pullet devoted to market eggs, not destined to be used in the breeding pen.

YOUR DIVIDEND COUPON IN EACH BAG

hatched next month, choose the male as per suggestions in October and select females that are of good size, hardy, vigorous breeders, birds that from the shell up have never known what it was to lose a feed. We strongly favor the large American varieties for all purposes, for they lay as well and make much better poultry than the smaller breeds. Select hens, yearlings, that are well through the moulting and about ready to lay, or pullets that have been well matured before starting to lay, thus insuring good-sized eggs; mate not over six or eight females with a male that has been kept away from all females until this time, and the chances are you will get eggs that will hatch those strong, rugged chickens that live through tornadoes, earthquakes and blizzards.

See that your birds are eating every minute of the time from leaving the roosts until they get back on them, for they now spend about two-thirds of their time on the perches and must eat continuously while they are on the floors of the pens to get enough to lay all the eggs you expect.

Hens are gluttons. They must be in order to produce the enormous amount of highly concentrated food stuff that their year's eggs represent. Moral:—Cultivate their gluttonous appetites by continuous feeding. Your reward will be more profits.

Pay your dealer cash for grain you buy and he can use you better. Team work can't be beaten.

Treat yourself and family to the luxury of a fresh killed fowl (not too fresh) at least once a week. It pays.

Electric lights in poultry houses during the late fall and early winter months increase the working hours for your hens, shortening the nights and lengthening the days. The birds have more time to eat, and that tells the story. Increase the consump-

tion of LAY OR BUST, and more eggs will always result.

It is nice to have the house whitewashed so it will not be so dark on stormy days.

Before starting the incubator test the thermometer, as the best of them go wrong sometimes. A slight variation may upset your hatch. Your family physician will have a clinical thermometer in his pocket at all times and he will be glad to test the incubator thermometer for you. Do not bother him to test more than one, for you can test the others by the first one.

Get your birds into small flocks. Get them settled down for the winter.

Get late hatched pullets in place of two-year-old hens. They will pay better. (Of course early hatched pullets make better breeding stock.)

The proof of **Growing Feed** is the early egg.

The Park and Pollard system spells **profits** for you. If you have not stood head and shoulders above your competitors; if you have not made as good a success of poultry keeping as you should, get a copy of our 1923 Year Book, read it and reread it, then accept it as your platform this coming year.

Is your name on our mailing list?

Are your friends' names on our mailing list?

Your Guarantee: The long years of service we have given you, our practical experience which we offer you free, our high standard and aims and our pleasure to meet you more than half way, is your guarantee.

Write and tell us the result of the year's use of our goods. If there is any way that you think they could be improved, write us fully and give us your ideas. We want to make them better if possible. You can help.

In conclusion we will say that we enjoy compiling this book every year. We know that there is a lot of information in it that would have saved the writer hundreds of dollars in his early poultry work if it had been available, and we hope it will save you some and possibly start you thinking along new lines that may be more pleasant and profitable. If you do find it of value and interesting and would like a copy sent to one or more of your friends **anywhere**, just send us their address on a postcard and we will do the rest, using your name or not, as you prefer.

Kindly write us on any subject pertaining to live stock at any time we can be of service to you. If we cannot answer your questions, we will tell you so; if we can, we are glad of the opportunity.

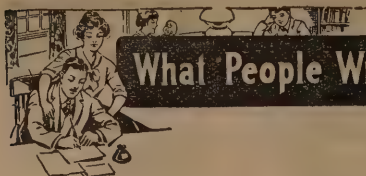
Address, EDITOR, THE PARK & POLLARD CO., INC.,
356 Hertel Ave., Buffalo, N. Y.

COMPLETE FEEDING SYSTEM—PAGES 57-60



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RESULTS



What People Write about *Park & Pollard Feeds*



"I Sure Do Get the Eggs"

276 Wolcott St., Waterbury, Conn.,
April 1, 1921.

Will you please send me a design of your Colony House? I keep a small flock and I am a constant user of your feeds, which I find to be the best yet. I feed my hens according to your system and I sure do get the eggs.

HENRY J. BATES.

"Egg Production Increased 10%"

Box 321, Riverpoint, R. I.,
March 31, 1921.

Please send me a copy of your Year Book. Am using your food at present and find it O. K. My egg production increased 10% shortly after beginning your feeds and taking hints found in your Year Book.

JAMES L. MCGUIRE.

"Bonnie Booster Exceeds My Expectations"

Mr. V. B. Cross:

The Bonnie Booster which I purchased of you recently for my baby chicks has proved a valuable find to me. It is better than represented and exceeds all my expectations as a growing feed for little chicks. Park & Pollard are to be congratulated on their latest development. I shall need more and trust you will have it in stock.

W. S. SKINNER.

"My Hens Do Better and Lay Better"

Box 108, R. F. D. 1, Candia, N. H.,
Feb. 27, 1922.

I would be pleased if you would kindly send me one of your premium catalogues. I raised about 300 chickens last year, and hope to have more this year, and I feed all of your feeds so will get quite a lot of coupons. I like the feeds very much; they are far ahead of all the others. The people are feeding all kinds around here, and my hens do better and lay better than the others.

ERNEST H. POORE.

"The Best Feed I Have Ever Used"

144 Sycamore St., Buffalo, N. Y.,
Jan. 3, 1922.

I have had excellent success the past year with your Lay or Bust. I have got 30 hens, I am getting from 20 to 26 eggs a day. It is the best feed I have ever used.

HARRY OTT.

"Use P. & P. Feeds for Poultry and Profit"

Hartsdale, N. Y., May 10, 1921.

I have been using your feeds for the past two years and I will say that they can't be beat. When anybody asks what feed I use for the excellent results I obtain, I tell them, "Use Park & Pollard Feeds for poultry and profit."

I deal with the Scarsdale Supply Company of Scarsdale, N. Y., and they find that it pays to keep P. & P. feeds as they "cannot be beat."

HARRY JAMES HERBORN.

"Find Your Feeds the Best Ever"

Buccleuch Park,
New Brunswick, N. J.,
June 20, 1921.

I have been using all of your feeds since 1917 and find them the best ever.

H. CHRIS HUBNER.

"Best Food I Ever Used for Eggs"

Walker Lake, Pa., Mar. 1, 1921.

I have Lay or Bust always where the birds can eat all they want, and find it by far the best food I ever used for eggs and keeping hens looking their best.

MRS. T. W. EGAN.

"'Lay or Bust' Best Feed on Market"

Box 60, Reed Road;

No. Dartmouth, Mass., May 5, 1921.

Your Lay or Bust for poultry is the best feed there is on the market, also your Over The Top Scratch Feed. I have tried all kinds, but I get better results from yours. I will always use yours as

YOUR DIVIDEND COUPON IN EACH BAG

long as I keep poultry, and would like to know the best kind of feed for swine, horses, cattle and baby chicks.

LEWIS A. TRIPP.

"Can't Express How Pleased I Am"

Newtonville, Mass.,

June 19, 1922.

Words can't express how pleased I am with the premiums you have sent me for the coupons. Enclosed you will find coupons for one of those 2-quart Aluminum Sauce Pans and 18 for something more, I will let you send me whatever you can for that many coupons. I know I will be more than satisfied if it's only something useful.

MRS. HARRY WILSON.

"Our Hens Have Improved Greatly"

Damariscotta, Maine,

June 29, 1922.

Please send immediately upon receipt of enclosed coupons the following:

- 1 pocket manicure set,
- 1 lunch box,
- 1 referee's whistle.

We have used your grains and have found them very satisfactory. Our hens have improved greatly since we have been using the Lay or Bust.

GEO. A. PITTS.

"The Dishes Are Wonderful"

3 Chatterton Ave.,

White Plains, N. Y., April, 1922.

I received the dishes today and they are wonderful; you should be complimented on your selection.

I am sending under separate cover more coupons, for which please ship me the following:—etc.

HERBERT M. FOXWELL.

"I Will Never Use Anything Else"

158 Prospect St., Ansonia, Conn.,

Jan. 9, 1922.

I have been using your feeds ever since I kept chickens, but sometimes used other feeds that were advertised to get wonderful results. But last year I used nothing but yours from start to finish, and, believe me, I never will use anything else as long as I can get it, regardless of price. I don't think anything can beat it on the market.

WILLIAM HOAR.

R. D. No. 4, Biddeford, Me.,

July 17, 1922.

We received the Croquet Set Friday and we are very pleased with it. The girls are having a great time playing.

We have over 1,000 hens and chicks and use your goods for all, which we like very much.

A. J. BLANCHARD & SON.

"Can Find None Better"

Stafford Springs, Conn.,

June 15, 1921.

I am sending coupons for which please send me your book, "Poultry Guide Post." I have about 100 hens and am using your feed for them; also chick foods, and must say can find none better.

W. O. ELDREDGE.

"Have Used Your Feeds for Ten Years"

Athol, Mass., April 3, 1922.

Please send me your coupon catalogue. Have a number of coupons on hand from your feeds, which I have used for about ten years, and find them very good.

RUDOLPH C. WEST.

"Costs Less Than Cheaper Feeds"

Windsorville, Maine,

March 8, 1922.

Please send me premium catalogue when issued. I am using your feeds and think they are the only feeds to use for the best results. It does not cost as much as cheaper feeds, for the egg yield and weight of the birds is sure to be more.

A. N. DUTTON.

"Chicks Grow Like Weeds"

West Newbury, Mass.,

Dec. 8, 1920.

Have used your feeds with great success, especially your Growing Feed for chicks. I find it gives better results than anything else, and I have tried several other brands. Chicks fed on it grow like weeds.

SAM ROGERS.

104 Hart St., Taunton, Mass.,

Mar. 16, 1921.

I have been feeding your Lay or Bust for one year to 20 White Wyandottes. They have laid me 3,573 eggs.

I have raised 61 more pullets on your Baby Buster and Growing Feed, and they are doing well.

EVERETT A. WILLIAMS.

COMPLETE FEEDING SYSTEM—PAGES 57-60

The Park & Pollard Co



BABY BUSTER CHICK FEED



BABY BUSTER is our primary chick ration, composed of cracked grains and seeds of the highest quality and dried fish. Thus we have the advantage of the meat ration in a safe and palatable form and the high quality cracked grains, making a rich and at the same time a safe and palatable ration.

The young chickens should not be fed for at least 48 hours after hatching, and during the first week of their lives or before they have "absorbed the yolk." (The last thing before a chicken is born it absorbs or takes into its system the yolk of the egg, which in a healthy, strong chick is absorbed or used up as food after the youngster reaches ten days' age. Weak and ailing chickens fail to absorb the yolk and in some cases it results in white diarrhoea and other ailments.)

After the young birds pass the ten-day period, if not too closely confined, they cannot be overfed, or in other words will

not eat more than they can handle or digest.

Give them all the Baby Buster they will eat up clean, also keep a dish of Bonnie Booster feed before them all the time, and you will enjoy seeing them shoot ahead.

The Vitamines are present in both rations, but more numerous in the Bonnie Booster. Continue this feeding until six weeks of age, then perhaps substitute Growing Feed for Bonnie Booster and Intermediate Chick Feed for Baby Buster.

You are just as good a poultryman as you are chicken man. Do not lose them, and do not feed anything but the best rations. Provide ample green food, grit and water; everything else needed is in the feed.

You cannot fail if you follow our system.

Order it by its name—"Baby Buster" Chick Feed—and insist that you are given the kind you ask for.



The Park & Pollard Co

RED RIBBON CHICK FEED

Red Ribbon Chick Feed is a "cut corner" chick feed. If you feel that you cannot afford "Baby Buster" Chick Feed, try the Red Ribbon brand. It is less in price than the "Baby Buster" as it does not contain the same ratio of high cost ingredients,

but it is manufactured just as carefully and of all sweet grains and seeds. Customers will find it a much better chick feed than most of the first grade feeds on the market, and it will raise more chickens than any other except "Baby Buster."

Devon, Conn., Sept. 26, 1921.
The Park & Pollard Co.,
Gentlemen:

I am one of the many users of Park & Pollard feeds, and I wish to tell you the wonderful results from Park & Pollard GROWING FEED.

I have some Rhode Island Red chickens ten

weeks old weighing three pounds. Is there not a remarkable difference between these chicks and other chicks fed on ordinary feed? I think anyone who once tried Park & Pollard GROWING FEED for their chicks will never buy anything else.

Yours very truly,
(Signed) JOHN H. TICKEY.

YOUR DIVIDEND COUPON IN EACH BAG



The **Park & Pollard Co**

INTERMEDIATE CHICK FEED

Intermediate Chick Feed is a "half-way" ration between Baby Buster and Scratch Feed, very rich in high class grains and seeds of a size that appeals most strongly to the growing youngsters, and fed in combination with our Growing Feed, makes a complete ration that grows and develops the pullets into laying hens in the minimum number of days, and plumps up the cockerels into roasting chickens at any age.

Three feeds of it per day for the chickens confined in yards, a hopper of it if they are on range, and a dish or hopper of our Growing Feed always within reach spells success for you, and contentment and high quality for the flock.

Get green food and water, shade and range, with liberal feeding as outlined above, and success will batter down your front door in order to be with you.

A trial will convince you.

WHAT DOES IT COST TO RAISE A CHICKEN AND OF WHAT IS THAT COST MADE UP?



(1) First of all it's the original value of the eggs when placed in the machine, (2) the infertile eggs, (3) the eggs that did not hatch, (4) the cost of running the incubators.

Now all this cost is represented by the chickens you hatch, and that same bunch of chickens will show whether you are a real poultryman or just an

"ordinary feller that keeps hens."

If you can raise a good percentage of every lot of chickens you hatch, you are a real poultryman; if you raise ninety per cent. of every hatch you are a wonder, and you can and will be a wonder if you will use a good amount of common sense in selecting your parent stock and caring for them six months previous to the time you start hatching, and use our Chick Feeds, Bonnie Booster, and Growing Feed.

If the chickens consumed the chick feed

in the first month of their lives in the quantities they use when from three to five months of age, there might be a little excuse for poultrymen looking for less expensive rations, provided it did not imperil the lives of the youngsters, but when you consider that a pound of the best chick feed will put a chicken beyond the danger period, or up to three weeks of age, what excuse is there for the saving of a quarter of a cent a pound when it endangers the entire season's crop of producers? The trifle you save on 100 chicks you would lose in the death of one. When you have so much at stake, why use anything but the best?

Remember that the older the birds are the less water is contained in their flesh and the more expensive it is to make a pound of gain. Youth in any animal is the time to make it grow, and the younger you fix the growing habit the less per pound the gain will cost. Roasters of four-pound weight have a great deal more toothsome and delicious flavor if grown in one-half the usual length of time. Shortening the growing period lengthens the profit.

Friendly Comment

Watertown, N. Y., May 1, 1922.

The Park & Pollard Co.,
Gentlemen:

I have been using and boosting your products, particularly the poultry feeds, for about eight years now, and have made some notable records both in early layers and cold weather production of eggs.

I have never operated on a large scale and

never wintered more than 20 hens, but from that number and sometimes fewer, I never failed to attract the attention of a great many people and a demand for my surplus eggs at top prices, all of which I owe to the Park & Pollard system of feeding and housing.

Yours truly,

A. L. ROSE.

COMPLETE FEEDING SYSTEM—PAGES 57-60



CONTAINS DRIED BUTTERMILK

Keep Growing Feed Before the Birds in Open Hoppers, Continuously, from the Time They Are a Week Old to Laying

The use of some other feed than hard grains for the growing chickens is an absolute necessity if you want the chicks to come quickly and naturally to an early and rugged maturity.

Comparatively few chickens get enough to eat, and very few develop as they should. When we stop to consider the size of a chicken when hatched, weighing as it does only about one and a half ounces, and when matured from ninety to two hundred ounces, we realize how much they must depend upon their feed to mature them properly. The right conditions are essential but not very hard to provide.

Our GROWING FEED is a perfect ration for growing chickens. It contains liberal quantities of meat and dried buttermilk, thus providing a rich ration, high in vitamins and palatable to the highest degree.

It is geared to their requirements, and after the chickens are ten days old, you cannot overfeed on it, provided your birds have green food and exercise.

It is a lamentable fact that less than ten per cent of the chickens hatched reach the size nature intended them to attain, and also they are slow to get to laying, resulting in loss of profit and satisfaction.

The only way to feed chickens is to feed all they will eat all the time, and the sooner they reach maturity, the more

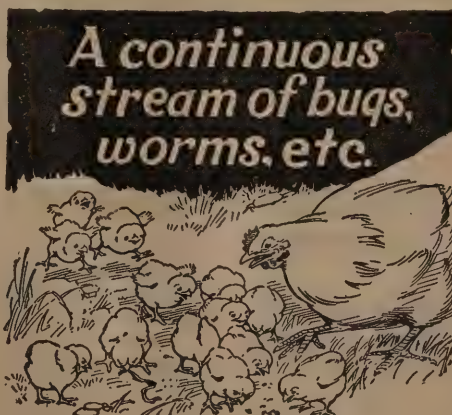
profit and satisfaction they give their owners.

Hen-reared chickens, when running at large with the mother hen, are fed a continuous stream of bugs, worms, grains, seed and grasshoppers, from daylight to dark. There is no interval of fasting, only brief, warm-up recesses or naps; the entire day is spent trying to "fill up." Our feeding system gives these same conditions.

Bowel trouble is unknown unless the heat goes wrong in the heated brooders, and leg weakness never comes if they have outdoor exercise daily. They are in market bigger than last season's four months' birds. It makes early hatched pullets out of late comers. It increases the size of your flock from one to two pounds each. It eliminates all chance of failure and cuts out one-half the labor. Added to this is the big item of saved

labor over the expenditure of time in preparing and "serving" wet mash mixtures.

The enormous saving of time and feed is not at the expense of any vital function, but rather the reverse, for the stock will rapidly increase in strength and vitality under this treatment, and after you try it a season you will find your old stock one to two pounds heavier, and your pullets laying a month earlier. These



YOUR DIVIDEND COUPON IN EACH BAG

are pretty strong statements, but all we ask is a trial.

Fanciers recognize as an almost universal fact that late hatches of summer chickens are the best colored and the best formed of any of their broods, but their problem has been getting them to standard size in season for the winter shows. The rapid growth and full development is just what our Growing Feed will do, for it gives a wide variety to feed upon, and being fed dry it can be kept constantly before the birds in a sweet, palatable condition and in such form that it will digest most economically and completely.

Really, it is a wonder feed, and at the same time could be termed an insurance ration, insuring success to the owner and health and quick maturity to all the chickens.

Buy a bag, feed as per directions enclosed, and if it does not prove entirely satisfactory, get your money back, either of us or the dealer from whom you purchased the feed.

Feed liberally, continuously, and spend all your thought on the problem of scheming out some new way of getting more feed into your birds. They develop in almost the exact ratio to the amount of feed consumed.

Remember, full fed chicks are paying chicks.

MOULTING FOOD

As a moulting food for all old stock and



a "pusher" for the developing pullets, Park & Pollard Growing Feed is recognized as the best by all poultrymen who have used it.

It will hasten the moulting period two weeks to a month and you will get quite a lot of eggs during the process.

MARKET BIRDS

To get the last litter of eggs out of your hens, feed Growing Feed in place of "Lay or Bust" for a month before marketing, with a side dish of beef scraps before them. They will gain a pound or more on the change and lay better during the time.

DUCKS

Fatter, heavier ducks can be raised on Growing Feed fed dry with 10% chick grit or coarse sand mixed in than on any other ration, and it is a lot easier. Be sure they have plenty of green stuff and water. It will grow a better duck in ten weeks than any other ration will in twelve, and with one-half the labor.

Other feeds will be offered you "just as good," and some growers may attempt to mix their own ration, but we say "Don't do it." Economize along some other line. Our feeds are sold on a closer margin of profit than any others on the market and we know that equally good feeds cannot be sold for less money.

Friendly Comment

462 No. State St.,

W. Concord, N. H., April 8, 1921.

The Park & Pollard Co.,
Gentlemen,

I have been a user of your Scratch Feed, Lay or Bust and Growing Feed for the past four or five years, and I think your feeds are the best on the market. Up to that time I used other feeds, but now insist on getting Park & Pollard's.

Yours very truly,

(Signed) MRS. ALBERT V. JOHNSON.

Plainville, Conn., July 1, 1922.

The Park & Pollard Co.,
Gentlemen,

Please send catalogue explaining prices on articles given for coupons. I keep from 50 to 75 chickens every year, and always use your feeds, and have no difficulty in getting results to make

them grow with your GROWING FEED. I have not lost one chicken in four years, and this is due to the fact that I follow your directions and use your feed.

This chicken raising is a little pastime and hobby, but I believe my success would not be as great without Park & Pollard feeds.

Very truly yours,

(Signed) DR. L. C. TANNER.

912 Front Street,

Northumberland, Pa., June 26, 1922.

The Park & Pollard Co.,
Gentlemen,

I wish to say that I am very well pleased with your products, and your BONNIE BOOSTER is a world beater.

Yours very truly,

(Signed) H. S. BENDER.

The Park & Pollard Co



BONNIE BOOSTER CHICK FEED



Here is a real buttermilk chick starter.

Having carefully mated your pens, and produced at great cost of pains and time a clutch of chickens, what can we do but offer them the best in the way of rations?

Chickens are your next winter's crop of eggs. Neglect them and you invite disaster. Care for them properly and your prosperity is assured. There is only one way to raise them, and that is the best of everything for them to eat and the right care.

We have always maintained that grain alone was insufficient to properly nourish a newly hatched chicken, and used shredded fish in our Baby Buster Chick Feed. Our latest addition is **BONNIE BOOSTER**, containing liberal quantities of **dried but-**

termilk (high in lactic acid and vitamins,—those wonderful newly discovered organisms that exist in some foods and not in others. Their presence in liberal numbers in a ration insures unbounded health, their absence sickness and death). The other component parts of the ration are rich and with the dried buttermilk it grows the whole flock more rapidly, and is a distinct advantage over any starting feed on the market. Its wide variety of ingredients insures palatability and full nourishment. A trial will convince the most skeptical that the ration is a wonder.

Chances are for gamblers; chicken men should not take them. Buy only the best —**BONNIE BOOSTER**.

Friendly Comment

Woolwich, Maine, March 9, 1922.

The Park & Pollard Co.,
Gentlemen,

I have used several hundred bags of your **LAY** or **BUST** and **GROWING FEED**. I appreciate all your good feeds, and use them freely. Result:—plenty of eggs and very handsome ones. I raised 300 chickens last year and did not lose one from sickness. Your **YEAR BOOK** was my guide and friend. I am going to raise five or six hundred this year if I live.

Thanking you for the good book, and I am looking forward for best results again this year from your goods.

Very truly yours,
(Signed) **FEORKNER H. P. ROBINSON.**
Care A. B. Thwing.

Am using your Growing Feed and Lay or Bust and could not do without them. Never had such good results before.

Thanking you again, I am,
Yours very truly,
MRS. LOUIS W. FULLER.

R. F. D. 15.

Windsor, Conn., Jan. 21, 1922.

The Park & Pollard Co.,
Gentlemen,

I have great pleasure in telling you that I have the best results with your feeds.

Yours very truly,
(Signed) **FOSTER D. CLARK.**
Box 89.

R. F. D. 1, Taunton, Mass.

The Park & Pollard Co.,
Gentlemen,

Please send me your premium catalogue when ready. I have used your poultry feeds for the past five years with good success.

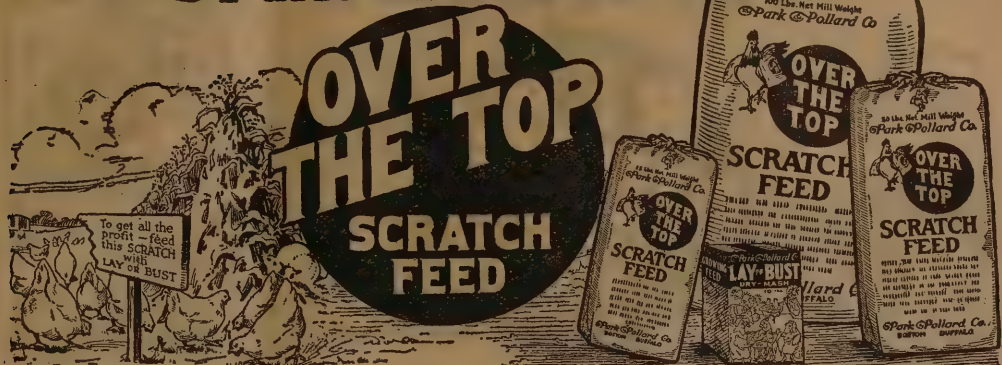
Very truly yours,
(Signed) **MRS. A. B. CHASE.**

Stepney, Conn., Nov. 7, 1921.
The Park & Pollard Co.,
Gentlemen,

Please send me your valuable **YEAR BOOK** for 1922. Have profited very highly by your Year Book for 1921. Also would like your poultry chart and egg record.

YOUR DIVIDEND COUPON IN EACH BAG

The Park & Pollard Co



THE SECRET OF THE SUCCESS OF THE PARK & POLLARD FEEDING SYSTEM

There is no question that by using our "Lay or Bust" feed in connection with most any Scratch Feed you will obtain better results than you have ever gained before, but, if you wish to obtain the very highest egg yields, and maintain your flock in the highest state of health—by all means feed both Lay or Bust and our Over The Top Scratch Feed.

These two feeds are carefully balanced to niche into one another, and are so perfect a combination that they not only tickle the palate of the hen, but they immediately put her in such good condition physically, that she is literally "full of" eggs, health and vigor.

A variety of grains more fully nourishes the many complicated parts of the bird's anatomy, and results in larger and stronger fowl with increased vitality. When confined to a restricted ration, young stock do not fill out as well; are more subject to disease, and fail to reach the size that they would attain if fed liberally upon a carefully balanced mixture. Laying hens are more subject to disease, acquire pernicious habits of egg eating, feather pulling, etc., simply as a result of the natural craving of an appetite unsatisfied. Given a carefully balanced ration they acquire none of these bad habits, and show their appreciation in full baskets of fertile eggs throughout the year.

We have carefully considered the various strong points of each ingredient, and proportioned them to balance one another. For instance, buckwheat is in itself one of the best egg producers on the entire list of grains, but if fed to excess and without other grains to counteract the tendency, produces eggs with very pale yolks.

Wheat is an excellent egg producer, but fed too freely reduces the strength of the germs and vitality of the chickens hatched.

Nothing but long experience with the birds gives us this information, and enables us to counteract the weak features of each ingredient with the strong features in some other material.

We compound our feeds for the purpose for which we intend their use—TO GET RESULTS—and not for the working off of by-products. Scratch Feeds are usually made the dump of refuse grains that cannot be sold in the open market, and when making comparison of prices, keep in mind that every kernel of grain in our Scratch Feed is sweet, and that there are no sweepings or weed seed contained.

Over The Top Scratch Feed will be found to answer the needs of the growing stock when used after the Intermediate Chick Feed, and for laying hens when used with our "Lay or Bust."

Fed in conjunction, "Lay or Bust" and Over The Top Scratch Feed will do more to chase away the nightmares of bad poultry experiences than any other course you can adopt. If you could see and hear one in ten of the enthusiastic supporters of our Lay or Bust method you could not avoid the conclusion that our feeds pay big profits to the feeders.

We have repeatedly proven that only two factors make up success with poultry or make a failure of the undertaking. We challenge anyone to prove that any plant has been a failure that has first kept its birds healthy and secondly fed them properly. With these conditions right, the results are so overwhelmingly profitable that success is inevitable.

SUGGESTIONS IN FEEDING

For the best results in egg production we recommend one or two "Overall" Feeders containing "Lay or Bust" constantly before the birds, and a feed of Scratch Feed in litter an hour or two before roost time at night. Thus they do not have a chance to gorge themselves early in the day and then dope around, but are always on the move between feed hopper and litter, looking for some of last evening's remnants, and have no time to line up in the sunlight as wet-mash fed hens are prone to do on a cold winter day after a hot mash in the morning.

COMPLETE FEEDING SYSTEM—PAGES 57-60

The Park & Pollard Co



For the commercial egg producer who wants to cut his per dozen expense as low as possible, we manufacture a Scratch Feed under the name of RED RIBBON SCRATCH FEED.

If Red Ribbon denotes second quality, it is misnamed, for it certainly equals the

best, and beats them all in quality and price.

It really is a wonderful bargain in a commercial Scratch Feed, and its use will be found profitable for growing chickens, maturing pullets, moulting and laying hens, and show birds.

Friendly Comment

407 West 24th St.,
Chester, Pa., June 5, 1922.

Please send me your premium catalogue, as I have been using your feed and have several coupons. Your feeds give excellent satisfaction, especially the Growing and Lay or Bust. G. L. DAVIS.

1294 North St.,
Springfield, Mass., May 20, 1922.

We have your Scratch Feed and Lay or Bust on hand, and can say that they are the superior brand of any other poultry food on the market.

CHARLES MAGAZINER.

Box 58, Apponang, R. I.
Please send me your catalogue of articles which can be secured with coupons found packed in the Park & Pollard bags of grain.

I use about four bags of your Red Ribbon Scratch every week. It is the best scratch food I ever used.

MRS. CHAS. W. GREENE.

8 Rogers St.,
New Bedford, Mass.

I have received the coupons and wish you would send me a catalogue. I am greatly delighted to be a Park & Pollard customer, for they sell good feed.

JOHN GREGORY.

R. F. D. 1, Box 126,
Taunton, Mass., May 16, 1922.

Please send me your premium catalogue when ready. I have used your poultry feeds for the past five years with good success.

MRS. A. B. CHACE.

Windsorville, Me., March 8, 1922.

Please send one premium catalogue when issued. I am using your feeds and think they are the only feeds to use for the best results. They do not cost as much as cheaper feeds, for the egg yield and weight of the birds is sure to be more. Please send me any literature you may have to promote the poultry business.

A. N. DUTON.

R. F. D. 2,
Saco, Maine, May 15, 1922.

Will you kindly book my name and address for a copy of your catalogue when issued. We are using your Park & Pollard feeds exclusively for 600 hens.

A. L. TIBBETTS.

101 Champlain St.,
Burlington, Vt., April 24, 1922.

I am a buyer of The Park & Pollard Scratch Feeds, etc., for nearly five years, and find it is the best that money can buy, and would you kindly send me one of your latest catalogues.

E. C. COOPER.

Etna, Maine, March 18, 1921.

Have used Lay or Bust for four years, and am much pleased with results.

Please send Poultry Guide Post, and I would like a Year Book.

F. E. TIBBETTS.

155 Pawtucket Blvd.,
Lowell, Mass., Aug. 4, 1921.

I use "Lay or Bust" dry mash and your other feeds, and am immensely pleased with the results.

THEOPHILE LIRETTE.

YOUR DIVIDEND COUPON IN EACH BAG

The Park & Pollard Co



LEGHORNS ARE TEMPERAMENTAL

LEGHORNS are rated egg machines, and they richly justify the title when properly fed and cared for. They do not thrive on neglect or half rations or rations that fit other breeds.

To fill the needs of this wonderful breed of producers we have **LEGHORN SPECIAL** Lay or Bust. This ration will produce more eggs than any other feed. It will maintain a higher standard of health in the old flock of breeders and layers, and produce eggs that will hatch strong, hardy chickens that will thrive and grow under all kinds of conditions.

It will do equally good work with any of the Mediterranean class,—Minorcas, Anconas or Andalusians. It is a high-powered, safe ration, particularly adapted to the temperament of this class of poultry. It is too rich a ration for the slower moving, more phlegmatic Rocks, Dottes, Reds and Asiatic varieties.

Dr. McCollum of Johns Hopkins University has recently discovered some

startling facts relative to foods. Two ingredients called vitamins and distinguished as "Fat Soluble A" and "Water Soluble B" have been found absolutely necessary in all rations for either the human family or animals. It has further been demonstrated that cows fed on rations high in vitamins produce milk, butter and cream with a high vitamin content, and if fed a low vitamin ration, the reverse is true. Rats fed on a ration containing no vitamins failed to grow and reproduce. When the vitamins were added, normal growth and reproduction ensued.

These vitamins are amply supplied in the ration by the use of fish, alfalfa and dried buttermilk.

LEGHORN SPECIAL is packed in very attractive cotton sacks, and like all our products, is sold on the money back plan.

Don't wait. Order today of your dealer.

Friendly Comment

Mrs. A. G. Hindman of Nunn Avenue, Newark, N. J., who was the winner of the first, second and fourth pullet in the White Leghorn class in the 1921 Show at Newark, N. J., (one of the highly attended and hotly contested shows of the season), says:

"I believe I should encourage all amateurs by telling my experience. I have never exhibited birds before and had no experience besides the LAY or BUST Almanac which I followed. The prize birds were raised wholly on LAY or BUST feeds and the Feeding Chart followed. I feel that anyone who took all the prizes in a Show where there were seven thousand birds entered should give the credit to whom it belongs, and so I give the LAY or BUST Feeds and System the credit for my

success and know others can do the same if they will follow the same methods.

Most cordially,

MRS. A. G. HINDMAN,
Nunn Ave., Newark, N. J."

366 Pontiac Avenue,
Cranston, R. I.

"I have been a user of Park & Pollard poultry feeds throughout for the last year, and find quite a difference in both egg production and shape.

I have a flock of 50 single comb White Leghorns and have 75 pullets 7 weeks old today. It is hard work to make my friends believe that they are not older.

Yours truly,

LUTHER F. CARY."

COMPLETE FEEDING SYSTEM—PAGES 57-60

The Park & Pollard Co



Park & Pollard's LAY or BUST has revolutionized the poultry business. It has made it possible to make money on hens every year and be sure of it. Here is a feed which, plus energy and cleanliness, leaves failure out of the question.

The original Lay or Bust was made by the writer twenty or more years ago after a series of experiments with wet mashes in an endeavor to find as rich a ration as the poultry would stand. Previous to that time we had found that animal protein and vegetable fats were best for birds. We also knew that alfalfa or some green food was essential, and have always used it. We found fish more of an egg producer than meat scraps, other things being equal. We knew these things from practical experience in handling our own flocks, but could not explain the "why" of it. Lately the nutrition experts have found certain unidentified elements in some foods absent in others which they have called Vitamines. They have further determined that without Vitamines, life ceases; with them in proper proportions we live and reproduce, and now we know why our poultry did better when they had an ample supply of alfalfa, and why fish is more potent than meat, and why buttermilk and skim milk are so essential to all growing stock.

The wonderful success of LAY or BUST is now partly explained.

It is the Vitamines and Minerals in the Alfalfa and Fish that have always composed a liberal part of the feed.

The Experiment Stations have bought sample lots of this ration and tried to cheapen it by using protein from vegetable sources, and after working at it a number of years have finally conceded that vegetable protein will not take the place of animal protein for poultry. They also concede now that laboratory feeds do not work out in practice; in other words, chemistry is all right so far as it goes, but the only way to really test a ration is to try it on the hens.

At the present time there are a number of laboratory rations on the market, the producers of which are awaiting your testing to know whether they have made a ration they can claim is nearly as good as LAY or BUST. Now in testing a feed, one should remember that it is more than a week's testing that tells the story one way or the other.

A ration that is right must first of all keep the birds in condition,—perfect health, no scours or bowel trouble. It must sufficiently nourish the birds so that they may lay lots of eggs that will hatch chickens that live, are strong, rugged, full of vigor and snap. The egg should not contain blood spots or be other than 100% marketable.

Now such a ration cannot be made in a laboratory, and only years of experience will determine what ingredients to use and in what proportions.

LAY or BUST is the original Dry-Mash. It is being made under the writer's personal supervision. If a better ration can be made, we are going to make it. Every ingredient it contains is there for one purpose only,—to strengthen it. We have no by-products of other food manufactures; we make feeds for live stock only, and this is one of our best. It is the trade mark of the entire line, imitated the country over, but acknowledged by all competitors as unbeatable; in fact, they only offer one "just as good." The price may be higher, but the quality will always warrant the price. As good a feed cannot be sold for less money. The only feed that is cheap is the feed that produces results.

Many of the ailments of Poultrydom are directly traceable to improper feeding. Egg eating, feather pulling, too much broodiness, over-fatness, diarrhoea, constipation, crop bound, slow moulting, pale combs, poor fertility, weak germs, low vitality in young chicks, soft-shelled eggs, are all due to improper diet, and we have corrected the tendency to all of them in

YOUR DIVIDEND COUPON IN EACH BAG

our mixtures, and have demonstrated that these ailments are largely overcome by the use of our feeds. These points are given constant and careful consideration by us and the requirements followed out regardless of the cost of the proper materials.

Again it is just as essential to have the proper proportions of right materials, as to have the proper materials. Feeding your birds the right materials in the wrong proportions will just as surely throw them out of condition, resulting in a trail of ill success, infertile eggs, weak chickens and low vitality among your stock, as feeding the wrong materials.

A distinction in our feeds that you can depend upon is the knowledge of proper blending of ingredients that is back of our formulas.

Feed winter ration during the warm months and you will get winter profit right through the summer. The eggs are a little cheaper in price, but the cost of production is much reduced by warm weather and full feeding combined.

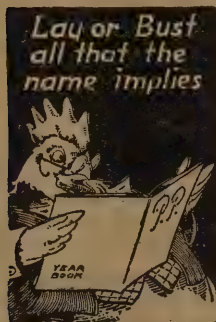
The profit of the business all comes to you in the last 25% of the yield, whether it be eggs or dairy products, and the chances are that the last 25% production is all profit.

The moral of it all is: Do everything you can to induce your birds to eat more Lay or Bust and Growing Feed out of season if you want eggs. Do not let them lay or pay dividends during the spring months without full feeding, for if you do they will surely loaf a long time afterward when eggs are high.

The only time to stop stuffing your birds is after they have gone to market.

MOULTING

When the birds start to moult, keep Growing Feed in front of them also, for our Growing Feed helps out greatly in growing feathers. If you keep the hens well-fed with Growing Feed and Lay or Bust as outlined, they will be in top condition all summer and all through the moult, and will keep right on laying some eggs for you even while moulting, because they will be getting just what they need to keep their bodies in condition and to grow new feathers, and they have some left over to put into eggs. You cannot get



The care and feeding of chickens from the time they are hatched until pullets come to laying and the young males are ready to market, will be found in the Feeding Chart, pages 57-60.

COMPLETE FEEDING SYSTEM—PAGES 57-60

something for nothing. Every time you try it you will get left.

STARTING THE PULLETS

Put pullets on a ration of Growing Feed and add Lay or Bust, half of each, when they begin to show signs of laying and two weeks after they begin to lay. Then drop the Growing Feed. Keep the feed in one or more hoppers, boxes, or other contrivances, in light, easily accessible parts of the pen, and do not let them go empty. Feed a liberal quantity of Scratch Feed in litter about an hour before they go to roost, inducing them to scratch freely. Encourage them to eat liberally of Lay or Bust, at least as much in bulk as of the Scratch Feed, cutting down the Scratch Feed until that is brought about, but getting every ounce of feed into them you can, and your egg basket will show the results we all look for.

A BALANCED RATION

Lay or Bust and our Over The Top Scratch Feed make a complete balanced ration, but if you have cabbage or clover it is well enough to feed it, although we have a liberal amount of alfalfa in Lay or Bust. Simply furnish shells, grit and an ample supply of water in addition.



There is all the animal protein in Lay or Bust that the birds can consume and thrive on. Do not add beef scraps, green

bone or anything except your table scraps.

Cowlesville, N. Y., June 2, 1922.

The Park & Pollard Co.,
131 State St., Board of Trade Bldg.,
Boston, Mass.

Gentlemen:—

Have fed your Lay or Bust to my pullets all winter and the results have been very satisfactory. Last month four pullets laid 103 eggs.

Hoping to hear from you soon, I am

Very truly yours,

(MRS.) A. J. BUSH.

The CALF



STEVENS MILKADE CALF MEAL

Compounded by practical dairy cattle breeders after years of experimenting.

IT CONTAINS—MALT, which changes starches into sugars, starch being almost indigestible by the newly born calf. Malt is one of the best sources of vitamins so necessary to the health and well-doing of all young animals.

IT CONTAINS—SESAME MEAL, the oil or fat of which is 100% digestible.

IT CONTAINS—sufficient quantities of mineral matter for the bone structure of the calf, an important feature.

IT CONTAINS—a liberal quantity of Dried Blood, one of the best preventives of scours.

IT DOES NOT CONTAIN—two of the most indigestible things found in most Calf Meals, viz., Cottonseed Meal and Beans, either of which must be fed with great caution to mature animals but NEVER to young animals.

INGREDIENTS

Ground Malt, Old Process Linseed Oil Meal, Wheat Bran, Wheat Flour, Coconut Oil Meal, Bone Meal (1%), Rice Polish, Cocoa Shell Meal, Wheat Middlings, Sesame Oil Meal, Blood Flour (3%), and a small percentage of Calcium Carbonate, Ground Fennugreek, Ground Annis and Salt.

ANALYSIS

Protein.....at least 20%
Fat.....at least 8%
Fibre.....not over 7½%

CARE OF THE CALF

After a calf is born, dried off, and on to its feet, it should be watched to see if it is inclined to nurse its mother. If not, the herdsman should encourage the calf to suckle by placing some milk on his fin-



gers and putting in the calf's mouth and letting it taste the milk. Get the calf up to its mother and put a teat in the calf's mouth and squeeze some milk out of the teat. After a normal calf has once tasted this milk, it will soon accept the cafeteria plan of securing its meals.

As soon as the calf is dried off, the navel cord should be dipped or painted with some antiseptic solution to prevent it from contracting "white scours." This can be easily done by taking a small, long bottle, and filling it with iodine, dipping the navel cord into this.

The calf should be left with its mother for 24 hours so that it can get all the colostrum milk it wants. This acts as a laxative and cleans out its digestive system. At the end of two days the calf should be put in a clean, airy box stall where there are no drafts, and the cow returned to her place with the rest of the herd.

Until it is a week old, the calf should be fed its mother's milk as soon as she is milked. When teaching a calf to drink, 1½ to 2 quarts of milk is enough at one feeding, depending upon the size of the calf. If the calf refuses to drink, wet the fingers with milk and put them in the calf's mouth and gradually work its head into the pail. By holding two fingers a

YOUR DIVIDEND COUPON IN EACH BAG

little apart the calf will get the milk very easily and will soon acquire the idea of drinking.

Under ordinary conditions, feeding three times a day is sufficient with a rugged calf, but much may be left to the judgment of the feeder. The first ten days the calf will consume from one to one and one-half quarts at each feeding.

Starting at the age of between two and four weeks, we begin adding to the whole milk a small quantity of Stevens MilKade, which is a prepared meal made from a formula perfected by Stevens Bros. of Laconia, N. Y., for use in their famous herds, after years of experimenting along these lines.

Stevens MilKade contains crushed malt and dried blood (dried at a low temperature), and both are high in vitamins, which are very essential to any growing animal. There is no feed that will really take the place of milk, but MilKade Calf Meal will take the place of some of the milk.

For best results MilKade should be used in this way:—from six to twelve hours before feeding, add to the MilKade to be used, enough cold water to make a thick paste (this water should be stirred in or else the MilKade stirred into the water so as not to make any lumps); then add enough hot water to make a thin gruel, stirring constantly, and let stand until feeding time, when this gruel can be added to skimmed milk, milk, water or whatever slop is to be given to the calves.

The temperature of the gruel is very important for the subsequent easy digestion of the ration by the growing calves, as MilKade contains a liberal proportion of malt, and by standing 6 to 12 hours in some warm place, behind the kitchen stove or some similar location (same treatment as a housewife gives dough when raising bread), the diastase in the malt partially digests the other food parts of the ration.

Instead of increasing the milk as the calf gets bigger, increase the amount of the feed by first adding about one-half pint of the gruel,

FIRST 24 HOURS
WITH THE DAM



at blood heat, and keep increasing this amount until the calf is six or eight weeks old and is drinking two quarts of milk and two quarts of gruel at a feeding, or more in proportion

if the calf is a big Holstein. The calf will then have a good start and skimmed milk can be gradually substituted for the straight milk.

By this time the calf will be trying to eat straw. Make a rack and keep clover

rowen before the calf at all times. This will supply the fibre that is essential to start the calf chewing its cud, and will encourage it to eat other dry feed. In addition to the MilKade a box should be placed within easy reach of the calf containing The Park & Pollard Co. Calf Grower, and kept before the animal at all times. Encourage the calf to eat this by putting a little in its mouth. The calf will learn to like it, and you will be surprised at the amount it will eat and the rapid growth the calf will make.

The skimmed milk and gruel made of Stevens MilKade Calf Meal should be fed up to eight or twelve months of age, and the owner will be

well paid. Care should be taken that the young calves are fed all of the drink that they will take, for the more drink the better. We believe in a great many instances calves are skimmed on slop while they should have all the drink they will stand, even of water, inasmuch as this extends the stomach and gives the calf far greater food capacity for the future than has the one that has been fed on a small amount of rich milk that might still have the same feeding value. A great many people let the calf nurse the cow, and this only takes a very little milk to keep the calf looking fat and nice, but this method does not increase the stomach so that the proper capacity is developed, and the calf has a tendency to become a wasp-waisted and a light-feeding animal, whereas if it has had plenty of drink after three months of age, it will grow into a better dairy cow. Keep the calves on MilKade until they are from eight to twelve months old, and they will develop into very large growthy animals, with deep, heavy barrels and plenty of capacity.

Skimmed milk, where it is available, is by far the best liquid to mix with MilKade, but great care should be taken that the milk fed is from healthy cows. The man who does not have skimmed milk should use plenty of Stevens MilKade and, as long as he feels that he can afford to, should put in a small quantity of new milk, but as the MilKade is intended to save even that small quantity, it may be used effectively without the new milk.

Another thing that is most beneficial is that the young calves have the chance to lick dirt, and this may be supplied by keeping a sod,—or if this is not available, some good dirt,—in the pen where the calves may work over it and lick it.



DEHORNING

In the domestic state a cow does not need horns, the herd is much easier handled and it stops all danger of hooking. Before a calf is a week old, its horns should be treated with caustic potash to stop their growth. This is done by clipping the hair away from the buttons, and wet just the place where the buttons are. Take a stick of caustic potash and thickly wrap one end with paper to save the fingers, and then rub the exposed end of the caustic over the buttons. Keep this up until the blood veins show. Generally this will do the trick, but the herdsman should stay with the calf until the head has stopped bleeding, to see that the blood and caustic do not get into the calf's eyes. A scab will form over the places treated. Vaseline should be applied to soften the scab so that it will come off much easier. When the scab is off there should be two small hollow places where the buttons were. If the novice has not been successful on the first application, it can be repeated again when the calf is about three weeks old. Horns can be removed from older animals by cutting the hair away from the base of the horns. Use dehorners and cut about one-quarter of an inch of skin off all around with the horn. The stubs will not grow, and the head will be even.

PASTURING

In the summer calves should be put in a small pasture or paddock at night rather than being kept in a hot barn. The calf at this age should not be built like a race horse, but should have a well developed paunch and be in fair flesh, good bone and well grown. When a calf is turned out to pasture the first season it is liable to lose a little flesh for a while, but in the fall will have developed bone and be in good condition to go into winter quarters.

If they are fall or winter calves and allowed to run out in the yard, they would of course have their feed right along until they are eight or nine months old, just the same as though they were March, April or June calves. If they are a year old, they would go into pasture without any grain. No calves born after the first of September should be obliged to depend on pasture alone the following summer. Such calves would thus not be put to pasture without grain until their second summer.

A yearling can be fed a large amount of roughage, but it should also be fed two or three quarts of The Park & Pollard Co. CALF GROWER twice a day all winter. Give them plenty of fresh air and exercise and water.

After the herd is in the barn for the winter each animal should be gone over to see if it has any lice. If any are found, an application should be given of crude oil, applied with a brush to work it into

the hair. Another application may be necessary in ten days. An animal cannot do its best when it is furnishing food for an army of parasites.

CALVING

The heifer should be bred to calve when about twenty-seven to thirty months old. As the time of parturition approaches the

FEED GRAIN IN PASTURE
UNTIL 8-9 MONTHS
OLD



heifer should be handled and petted, and the udder and teats should be handled and rubbed to teach her that you will not hurt her, and you will find that she will break into milking with very little trouble.

About thirty days before calving, if the heifer is running with the milking herd, she should be fed two to four quarts a day of Stevens "44" Dairy Ration. A few days before the heifer is due to calve, the amount of feed should be gradually cut down. Put her in a clean box stall about a week before the calf is expected. The herdsman should always be present at the time of calving. If everything is all right, the cow should not be disturbed.

CARE OF THE COW AFTER CALVING

After the calf is born, it should be wiped dry. The herdsman should see that the after-birth comes and is properly disposed of. The cow should be given a pail of warm water and left alone with her calf for a while.

Never milk a cow out dry after the calf has nursed. This probably causes more cases of milk fever than anything else. Milk out a little so as to lessen the pressure on the udder, but never milk her dry.

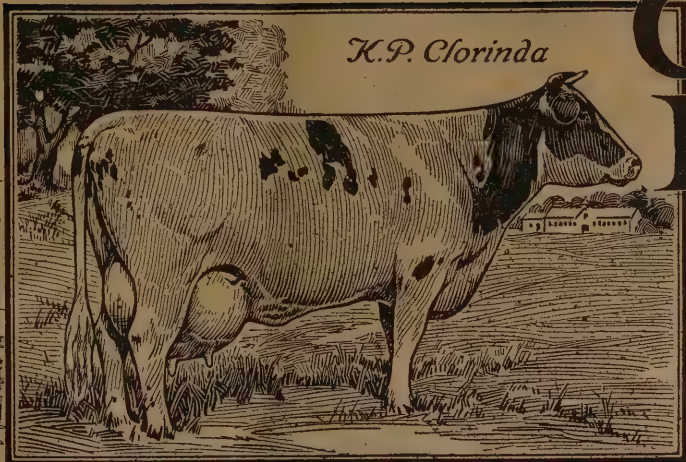
The first feed given a cow after she calves should be a warm bran mash and a little hay, and leave her with the calf for about two days. Never give a cow cold water until she is back with the herd and you begin to increase her feed. Do not feed her very much for a few days. The grain ration should be the same as before calving, but start with about two pounds at a feeding and increase gradually. At the end of a week she should have all the roughage she will clean up, and increase the grain ration as her milk flow increases.

If the udder is badly swollen and caked, it should be bathed in very warm water and rubbed for twenty minutes or half an hour; then dry the udder, and rub in warm linseed oil or melted lard. Plenty of rubbing is what is needed.

YOUR DIVIDEND COUPON IN EACH BAG

K.P. Chorinda

Care of the Dairy Cow



BY
WARD W. STEVENS

IT IS IMPORTANT that the heifer be in prime condition for her first freshening, she having been brought up to this point by liberal feeding of Stevens Conditioner up to one month before freshening and from that time on with Stevens "44" Dairy Ration.

Before we proceed with the general care of dairy cattle, we think it would be well to lay special stress on the two-year-old heifer inasmuch as her handling from the time of first freshening until she freshens the second time differs somewhat from the general care of the dairy cow. In our opinion, the handling during this period has a great effect on her future as a producer. The heifer in her first lactation period should be milked closer to second calving than would be true of an older cow. We believe in this because if she be milked well up to her next calving, we have found that it stimulates her holding-out qualities, and heifers that are dried off too soon in their first lactation period have a tendency to dry off early of their own accord in their later life. We believe it is advantageous to get the two-year-old heifer to produce all she can her first year as this has a great influence on her future usefulness as a dairy cow.

To be a little more definite, we might say that during the first lactation period, we believe the heifer should be milked up to thirty or forty days before her second freshening and for the first two or three months at least, she should be fed and milked three times a day.

DAIRY COW (In General)

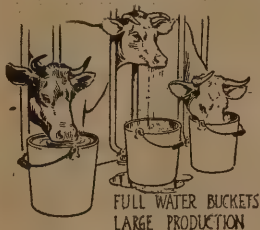
We will now proceed with the handling of the dairy cow in general. As we have said, the dairy cow should be in high

condition at time of freshening. Immediately after freshening she should be covered with a warm blanket and great pains should be taken that she is in a dry place and gets no direct draught. Immediately after freshening she should be given a warm mash and for the first day or two the chill should be taken from the water that is given her to drink.

The first two or three days, the cow should be fed very sparingly on the grain ration—not to exceed three or four pounds of grain per day. This of course is gradually increased and at the end of ten days—if she is milking well—she should be taking from ten to twelve pounds of Stevens "44" Dairy Ration per day. As her milk increases, the amount of feed should be increased. A good basis to work on is to feed the ordinary dairy cow in the proportion of about one pound of Stevens "44" Dairy Ration to every three or four pounds of milk produced. Of course all cows do not require the same amount of feed and it is difficult to give an ironclad rule to go by in this respect and much must be left to the judgment and care of the feeder.

We believe the best results are obtained by feeding the dairy ration and ensilage, as the more the grain feed and roughage are mixed together, the better the results obtained. When in the barns,

i.e., through the Fall and Winter, in addition to the grain feed, the cows should be fed a coarse feed. In our herds we use corn ensilage and feed this twice a day (morning and night) while at



COMPLETE FEEDING SYSTEM—PAGES 57-60

noon hay is fed, and our preference is clover hay when it is possible to obtain it.

WATERING

A most important item is the watering of cattle. They should be given all the pure fresh water that they will drink if the best results are to be obtained. Where it is possible we believe in keeping water buckets in front of the cows so they can drink at any time, and where this is impossible, they should have access to water at least twice a day. We cannot emphasize too strongly the importance of this liberal watering because we know that in many instances this point is overlooked by the dairymen and without liberal water large production cannot be expected.

GOING TO PASTURE

In the Spring when the cows go to pasture, is an important time in the care of the cattle. When they are first put into the pasture, they should not be left



out for the entire day; they should be put out for an hour or so for the first day and gradually lengthen the time in the pasture. This is because the early grass is very green and flashy and if the cows are put on to it too suddenly it tends to physic them too greatly. At this time

when they are being gradually put on to pasturage, they should be fed hay in the barns and should be continued to be given hay as long as they will eat it, which will not be for any great length of time, but this hay feeding enables them to become accustomed to the green feed. After they have been worked onto this pasturage for about ten days, they will have become used to the green feed and it is then advantageous we believe to have them go entirely without grain for a period of ten days to two weeks, this being at a time when the pasturage is at its very best. The effect of this is that exclusive grass feeding for this period acts as a beneficial physic and cleans the system of the grain, putting the cow in better shape to go on with her work when the grain is once more added to her ration.

ADDING SILAGE

When the pasturage begins to shorten up in August, we believe it is beneficial to begin adding silage to the cow's ration. We know that a great many farmers and dairymen do not have sufficient silage for use at this time of the year but we believe that they should plan to grow a sufficient supply of this so that they will have it for use when the pasturage feed begins to slacken up. We realize that a great many farmers raise millet, or peas and oats for this purpose, and many cut green corn for use at this period, but it has been our experience that the best results are obtained from corn silage and it is also the most economical feed for the purpose.

FALL FEEDING AND HOUSING

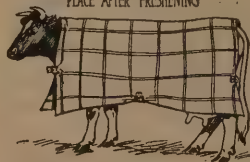
Another feature that we would like to dwell upon very strongly is that it is our belief that almost no dairyman feeds as much grain as is advantageous as the Fall approaches, i. e., we believe that the inclination is not to realize sufficiently that just at the time that the pasturage is beginning to slack up is really the time when the cow should be put into the best possible condition for her winter's work, and liberal grain feeding at this time not only shows its effect in direct returns in the pail but at the same time, it is putting the cow into shape to give the best production during the months to come.

As soon as the Fall rains come and the nights begin to get cold, the stock should be housed at night. Nine out of ten farmers leave their stock out too late and the dairyman is well rewarded if he remembers these facts—and feeds the cows hay in the early Fall and keeps them in out of the cold, at night.

DRYING OFF (After First Lactation Period)

After the first lactation period, we believe the cow should be dried off at least two months before freshening and while

A WARM BLANKET AND A DRY PLACE AFTER FRESHENING



she is being dried off, she should receive something other than Stevens' "44" Dairy Ration, as it is practically impossible to dry off a cow on this ration. This drying off may be effected by shifting abruptly from the Stevens' "44" Dairy Ration to Stevens' Conditioner. In our own herds, it has been our experience that the cow that is taking on flesh rapidly dries off much more easily and we start about three months before freshening to shift to the Conditioner, and feed it for about two months and then the last month before freshening gradually change back to the Dairy Ration.

YOUR DIVIDEND COUPON IN EACH BAG



STEVENS

DAIRY RATION



FOR YEARS we had been seeking a Dairy Feed. Not that there was any dearth of such feeds on the market, but we felt that the right Dairy Feed had not been offered. By the right feed, we mean one made for the cows' use and benefit instead of a means of disposing of mill waste and useless "by-products."

In seeking a Dairy Ration we looked for one that would be in its class equal to or better than our "LAY OR BUST" for poultry. We wanted one that the cow men produced themselves. We made a country-wide canvass for such a feed. In New York state (the second Dairy state in the Union) we found just what we sought.

It has taken a life time of three brothers, and their father before them, to build this ration, and its use will immediately jump your dairy a long distance over their present production without the slightest danger of throwing the cows out of condition or harming them in any way.

Since 1875, the Stevens Brothers, and Henry Stevens, their father, have been breeding, buying and selling Holstein cattle. Their success has been world-wide, and their skill in breeding and feeding has placed them at the top of this great industry.

A cow is no better than the feed she gets. No matter how good her breeding or how carefully cared for, she will not perform at the milk pail or the churn any better than the feed she consumes, permits.

Obviously, Stevens Brothers must have studied the feeding as much as the breeding to have attained such world-wide success. Such we have found to be a fact.

They had perfected a ration that was largely responsible for their success in producing a long line of world's records; a ration perfected through more than forty years of careful experimenting, each pail of milk being weighed with painstaking accuracy, and every animal carefully scrutinized to see that no overfeeding took place.

Stevens Brothers own today nearly six hundred head of the highest quality Holstein-Friesian cattle in this country. Each one of the three brothers probably has placed more feed in front of dairy cows than any other man in the business today.

These brothers and their ration came to our attention. We spent a long time in-

vestigating. It sounded too good to be true. The claims were extravagant—gains of from 5 to 33 per cent were reported, with no bad results. It seemed just what we had been seeking so many years. We investigated further. We said we were "from Missouri" and had to be "shown."

We found all claims justified and no adverse reports could be obtained.

STEVENS "44" DAIRY RATION is a happy combination of the best of a long list of grain products made into a ration for Dairy Cows. Each one of the component parts is good in itself, but each lacks something supplied by the others, making it the most wonderful combination of milk-producing material ever gathered into a sack.

So wonderfully is the combination blended, and so skilfully balanced, that the merest novice can feed all the cows will eat of it, after the first week, with no chance of harm. Your feeder does not need to be a skilled dairyman if you use this Ration.

The use of STEVENS "44" Dairy Ration will convince any dairyman that he cannot afford to feed corn meal, ground oats or oat feeds; in fact he will find that he can make more money if he sells his home-grown grains and uses STEVENS "44."

Talk about efficiency! Did you ever think of the wonderful efficiency of a dairy cow? She produces in a year's time **twenty times her own weight in milk**, and more than equals her weight in butter fat.

She does this under the most favorable conditions as to care and feed. But remember—that enormous production of butter fat and that big flood of milk must all first pass through her mouth in the shape of feed and water.

The feed must be just right; no waste Oat Feed or Weed Seed or Screenings to impede the progress of her digestive functions; every pound most helpful; that's the reason the Stevens Dairy Ration means so much to you. This feed is the culmination of the efforts of two generations of careful dairymen who have made a world-wide success of rearing and feeding for the past forty-five years. It comes to you put up in bags for your advantage.

Think what this means to you. It is really giving you the secrets of their suc-

COMPLETE FEEDING SYSTEM—PAGES 57-60



cess and enabling you to devote your entire time and attention to the proper care and stabling of your herd.

It is all feed and all for a purpose and only one purpose, i.e.—the largest amount of rich milk with no chance of throwing the cows out of condition.

Think what that means to you who employ labor in feeding your dairies. There is no other ration on the market put together by dairymen for dairymen, and think of the enviable reputation of the Stevens Brothers, and their reputation is behind every bag of this feed.

All successful dairymen now recognize the fact that they must feed more or less grain or grain by-products. They all help. The question for each one to decide is: How much and what?

No one commodity will give the greatest flow of milk; variety is necessary, and in selecting the various component parts of this ration, the Stevens Brothers experimented with literally hundreds of different combinations, and feeding as they do from five to six hundred head per day, they had unlimited opportunities to demonstrate just what and how much of each ingredient is needed to produce record-breaking results.

Where in this country, or any other country, can you find an equal opportunity, and that they grasped this opportunity is self-evident in the fact that they reached the top in the production of the world's records, and that is the court of final resort.

The profit in your dairy all comes out of the last 25% of yield from the cows; the first 75% is made up of costs. Now when you have the opportunity to purchase a ration that will increase the yield of your entire dairy from 5 to 25 per cent, you are perhaps increasing your profit 200 to 300 per cent.

Perhaps under your past methods your dairy has only paid expenses. This ration will place it immediately upon a profitable basis. Perhaps you have been unfortunate in your help and they have ruined some of your best cows by over-feeding rich, highly concentrated feeds. This ration entirely eliminates this trouble; after the first week they cannot over-feed on this combination; all the cows will eat will not harm them, it is so carefully balanced.

Perhaps your cows have had trouble with their udders or teats, through improper feeding. All these troubles are eliminated by feeding the Stevens "44" **DAIRY RATION.**

The exclusive right which we have to manufacture this feed from Stevens Brothers' own secret formula puts us in a peculiar position to serve the best interests of dairymen. This feed is manufactured by us and known as Stevens "44" Dairy Ration. Registered trade marks ensure dairymen getting the original Stevens formula and afford protection against worthless imitations.

WHAT STEVENS DAIRY RATION MEANS TO YOU

1. You will increase your milk yield from five to thirty-three per cent.
2. You will cease to worry about the mishandling of rich, concentrated feed through the carelessness of green help.
3. You will practically cut out all udder and teat trouble by proper feeding.
4. You will find the cost is no higher than any other equally rich-in-protein feed.
5. It will not injure any cow.

Don't take our word for it. Try it on the cows.

Follow the directions. Weigh the milk and butter before and after the test and convince yourself.

Your dealer will get it for you if you insist, and it's money in your pocket to insist on Stevens "44."

STEVENS "44" IS

A COMPLETE ration made by dairymen for dairymen; perfectly balanced, containing no "mill-waste" and useless "by-products," and requiring NO OTHER FEED except ensilage, hay, grass, or other roughage. Just a palatable, nutritious, health-sustaining feed composed only of the best feeding parts of fresh, sweet grains and concentrated feeds, finely ground and packed in clean sacks, a hundred pounds to the bag.

For world-beating, record-smashing milk and butter yields, feed Stevens "44," and always look for the red disk, the cow and the "44."

YOUR DIVIDEND COUPON IN EACH BAG

HOW TO FEED STEVENS "44"

While it is a very rich ration, it is so balanced that no possible over-feeding on it can result.

Use one-half the quantity of whatever ration you are now using for the first day, making up the other half with Stevens "44" Dairy Ration. Gradually increase the Stevens Ration until at the end of one week this is used entirely.

It is a complete grain feed.

Use nothing with it but ensilage, hay, grass or other roughage for best results.

Stevens "44" Dairy Ration is easily digested, very palatable, and is a safe ration to feed. It is not "loaded" with cottonseed and gluten, and will not cause garget; it has liberal mineral content that will tend to prevent abortion. A cow will breed regularly when fed on this grain ration. The amount of Stevens "44" Dairy Ration to feed a cow depends upon the amount of milk she gives or the amount

of butter fat. A safe basis to work on in feeding Stevens "44" Dairy Ration would be to allow one pound of grain to four pounds of milk when fed to Holstein or Ayrshire cows, and one pound of grain for every three to three and a half pounds of milk when fed to Jerseys or Guernseys. If you are a member of a Cow Testing Association and have access to a Babcock Tester, feed one pound of grain per day for every pound of butter fat a cow gives in a week. If the herdsman feels that a cow is capable of making more milk, increase the grain ration gradually and see if the cow responds, but if she does not, gradually decrease the ration to where it corresponds to the amount of milk or butter fat she is giving.

The best results are obtained when the grain is fed on the ensilage. For a 1000-lb. animal, feed about twenty pounds of ensilage twice a day and all the hay she will eat.

WHAT USERS SAY ABOUT STEVENS "44"

Hyde Park, Vt., May 12, 1922.

We have been using Stevens "44" Dairy Ration for some time, and find that it gives good results. Will you please send me your catalogue?

Yours very truly,

(Signed) NORMAN BLACK.

Greenwich, N. Y., April 3, 1922.

Please send me a catalogue of premiums. We are feeding Stevens "44" and like it very much.

Yours respectfully,

(Signed) FRANK P. PRATT.

Liverpool, N. Y.

Park & Pollard Co.,

Gentlemen:—I have used Stevens "44" Dairy Ration since it was introduced commercially in this vicinity, not only for milk production but in testing my herd of registered Holsteins. One of my best producers, Brightwood Princess Kordyke, during her recent test, fed exclusively on Stevens "44" Dairy Ration, gave in one day 82 lbs. of milk on a grain ration of 15 lbs. I feed Stevens "44" without the addition of any other

grain, both to the dairy herd and to the test cows, and consider it far and away the best milk producer I know of.

(Signed) H. S. McQUEEN.

The Park & Pollard Co.

Gentlemen:

Please send us at once one-half ton of Milkade. It is the best calf meal we can buy at any price.

Yours very truly,

(Signed) PLYMOUTH SEED & GRAIN CO.,
G. W. Foster, Mgr.

Roxbury, Conn., May 29, 1922.

Gentlemen,

Enclosed find coupons for which please send me the following premiums,—Simplex Roaster, one 2-qt. aluminum sauce pan, and one 2½-qt. sauce pan. We are pleased with the other sauce pan I received.

Respectfully yours,

(MRS.) OSCAR S. JOHNSON.

R. F. D. 1.





The Park & Pollard Co.
GO TU IT
HOG RATION
 a Growing Ration for Pigs and Fattening Hogs

In these days of high prices, famine, and want in the world, it is necessary for each of us to save. As a saver, the hog is a star performer. He should be looked upon as the modern converter of waste products into the most palatable of meat products. The only question is just how he should be handled to get the greatest return.

First of all we wish to remove the popular impression that the hog is a grain consumer solely. He is very largely a grass and clover eater if given the opportunity, and makes much better use of the grain fed if given grass in connection with the grain.

He also needs some meat food and we have found that the best results have been obtained with the addition of dried fish to his diet and a ration combining grain and nut by-products, together with the mineral requirement. This kept in front of him all the time induces the most economical gains when kept on pasture.

Of course grass makes the most inexpensive ration, simply giving the hogs an opportunity to run and graze, with a running brook for ideal conditions, but water of some sort always available; then a self-feeder with **Go Tu It** constantly available, makes life a long, sweet dream for the pigs and they grow as pigs never grew before. Raised under such ideal condi-

tions, on a ration consisting of such attractive ingredients as Peanut Meal and Cocoanut Meal, the pork and bacon naturally have an unusually attractive flavor. Fed in this manner, with the waste from the table, sour milk, skimmed milk or other waste, he makes the ideal converter.

Summed up, our suggestions are, a large grass yard,—with running water if possible, but water always present,—a self-feeder always full of **Go Tu It** (the waste products fed separately as they accumulate, but always fresh), and with a large yard they will keep themselves clean and free from offensive odor. A hog is one of the most cleanly in his habits of any of our domestic animals if given the opportunity and not kept confined in a small filthy pen or under the stable. Give him a chance and he will demonstrate his title to admission to the inmost circles of the highest place on the farm economy board.

Put your hog pen in the orchard, or on some waste land that gives a good crop of grass, and the orchard will thrive better and the hogs will also do their bit. If you wish to pasture them in mowing land that you do not like to have rooted up, ring their noses and they will graze without rooting.

Directions for Feeding **GO TU IT** Hog Ration

Go Tu It and grass pasture will make better and cheaper pork than any other ration. Try it on the pigs.

Feed dry in self-feeders kept before them all the time. They will not overeat. Keep water also before them and feed waste from table, sour milk or other refuse separately. Feed green stuff, or let them have a range of green sward, if possible. Better gain on this method than on any other.

FATTENING

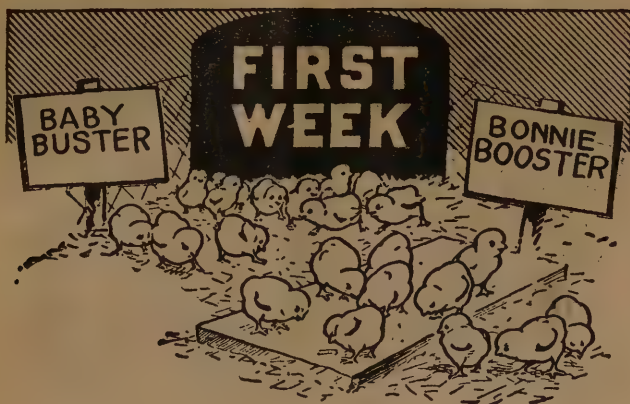
Do not crowd into a small pen in the fall for fattening. Just divide the self-

feeder and fill up one end with whole or cracked corn, continuing **Go Tu It** as before, but from now on as the hog gets fatter, he will neglect the ration and live mostly on the corn.

Sometimes the pigs or hogs refuse to eat the dry ration at first feeding. Simply throw a little water on the top of the feed exposed in the feeder and keep other feed away from them. They will soon eat it greedily and grow in proportion to the feed consumed.

Do not feed as a sloppy or wet ration.

YOUR DIVIDEND COUPON IN EACH BAG



Don't feed the chicks for at least 36 hours after hatching.

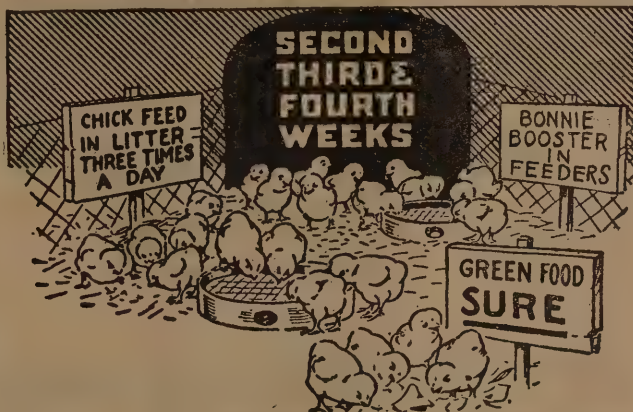
Grit—bright, sharp grit and water should be placed before chicks the first day, but no feed of any kind.

When two days old, begin feeding Baby Buster Chick Feed and Bonnie Booster containing dried buttermilk. First day,—Baby Buster on a board or shingle or piece of cardboard, five or six times a day what they will eat up clean in ten minutes, Bonnie Booster in some shallow dish or feeder. Second day,—feeding of Baby Buster in litter, chaff, oat clippings or ground alfalfa five or six times a day,—litter feeding induces scratching and exercise. Bonnie Booster before them.

Maintain a high average standard of health in your young and old stock by liberal feeding of our rations as directed, and plenty of green stuff daily.

Baby Buster Chick Feed three times a day in litter. Bonnie Booster containing dried buttermilk before them all the time. Grit, Milk or Water (sour milk preferred).

Water or Milk (sour milk preferred). Milk contains invaluable vitamins, and sour milk and dried buttermilk contain lactic acid which acts as a regulator and tends to prevent white diarrhoea. Growing animals of all kinds are great drinkers, and water in some form should always be within easy reach, so provided that the chicks cannot get wet crowding around the dish, and they will not crowd if the supply is not allowed to run out. Always substitute milk for water for your growing chickens of all sizes for best results. Feed the milk uniformly, either sweet or sour, not one way one day, and another the next. Using always sour milk is thus more safe and satisfactory.



Green Food. The most valuable growth vitamins are contained in green, leafy plants, of which the chicks are very fond,—lettuce, etc.

SEND FOR CARDBOARD CHART AND EGG RECORD FREE
FOR FULL INFORMATION on "LAY OR BUST" FEEDS, see pp. 38-47



The East is coming back into live-stock raising.

Poultry keeping is on the increase. This is very hopeful.



Baby Buster and Bonnie Booster continued. Intermediate Chick Feed may be substituted for Baby Buster and The Park & Pollard Growing Feed for Bonnie Booster with economy and prac-

tically as good results obtained if used liberally.

Continue green food.

Grit.

Water or Milk (sour milk preferred).



Have you examined our advertising premium section? Notice that the goods offered are standard articles and that very little effort on your part is required.

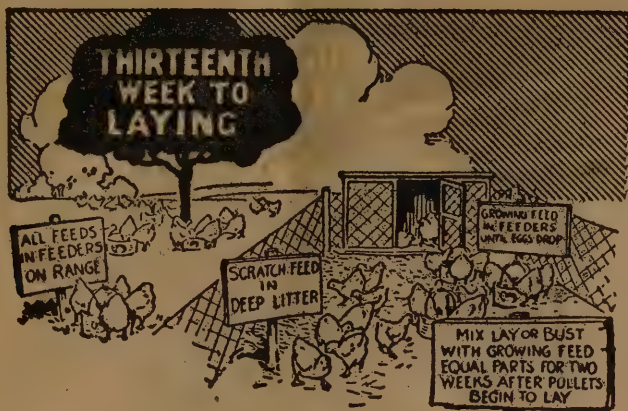
Intermediate Chick Feed (or Scratch Feed), The Park & Pollard Growing Feed before them all the time, whether running at large or in yards. If chickens are on range all feeds may be in feeders. If in yards, scatter the hard grain in litter.

During hot weather provide shade and plenty of green food.

BROILERS

If for broilers, a month before marketing, substitute cracked corn for Scratch Feed, one feed per day. Continue Growing Feed until they go to market.

YOUR DIVIDEND COUPON IN EACH BAG



Practically every hen is healthy and lays eggs that produce healthy, strong chickens if she and the chickens are properly fed and cared for. **THIS BOOK TELLS HOW.**

PULLETS

Green Food all the time.

Scratch Feed. (In Overall Feeders so long as the pullets are on range) and in 8 to 10 inches deep litter when confined in pens.

Growing Feed constantly before them till eggs begin to drop.

Mix Growing Feed and "Lay or Bust" equal parts the first two weeks after the birds begin to lay. This satisfies their appetite better than the abrupt change from Growing Feed to "Lay or Bust" and "Lay or Bust" is a better egg producer than the Growing Feed. For Leghorns use Leghorn Special Lay or Bust.

The Vitamines.

These invisible, unidentified little rascals kill us and ours by their absence, and maintain health and happiness when present. They are in all our rations and always have been.



Scratch Feed (in feeders).

Growing Feed (in feeders).

Birds had better be kept in large grass yards separated from the pullets.

Liberal Feeding of Corn just before night (the whole corn will be more of an appetizer than the cracked, or rather they will eat more of it).

COCKERELS FOR BREEDING STOCK

Had better be fed on free range, if possible, with Scratch Feed and Growing Feed. Practically the same treatment as pullets, though best separated from the females to increase or maintain size of the birds.

SEND FOR CARDBOARD CHART AND EGG RECORD FREE
FOR FULL INFORMATION on "LAY OR BUST" FEEDS, see pp. 38-47



Read this book. It represents a life study of the subject of poultry keeping, and is intended to save you from troubles that have come to the author. Save yourself by following the simple rules contained.



"Lay or Bust," or "Leghorn Special Lay or Bust," constantly before the birds in one or more convenient feeding centers where the light is good and where the birds can get at it freely. Use Overall Feeder, box, or some other receptacle that answers the purpose.

Scratch Feed in litter once a day only about two or three hours before roost-time, varying with the season, 6 o'clock in long summer days, and 3 o'clock in short winter days, approximating one

quart to 15 hens, varying with the season, weather conditions and the laying of the flock (when birds are laying heavily they will eat much more than when they are moulting).

Do not feed any more Scratch Feed in bulk than the birds eat of "Lay or Bust" in a day. When they are eating "Lay or Bust" freely, the eggs will be coming right away if not already laying and an equal quantity of the Scratch Feed is needed to balance their ration.



**BOTH CONSTANTLY
BEFORE THE BIRDS**

Growing Feed with 10 per cent. rich quality Meat Scraps constantly before the birds for six weeks before shipping. They will lay eggs and gain weight.

MOULTING FEED

Growing Feed (in feeders) in place of "Lay or Bust" makes an ideal moulting ration. The birds thrive wonderfully on

Help us to get one new customer this year. That is all we ask of you in exchange for the valuable coupons in every bag of feed. If we have helped you, we want to help others.

it and make a short, quick moult and resume laying quickly.

N. B. "Lay or Bust" and Growing Feed are as rich feeds as it is safe to feed under most circumstances, and adding meat scraps throws them out of balance. Add meat scraps only as and when directed in this Feeding Chart.

Keep charcoal, grit, shells and fresh water before chicks and hens all the time.

YOUR DIVIDEND COUPON IN EACH BAG

Your share of our Profits

Our Advertising---Dividend Plan

Begin today to save your coupons

All business of any size is built up on faith. Faith in the product by the manufacturer who puts it out; otherwise, he would not build the large and expensive plant necessary to turn it out economically. Faith that it will make good, else he would not risk his money in advertising for first sales. Faith in his dealers that they will sell his goods when asked for without substitution, thus avoiding the installation of selling depots of his own.

Now on the other hand, the consumer must have faith in the advertising and the house behind the goods, else he will not buy. Faith that having bought, the house will stand behind the goods if they are not as represented.

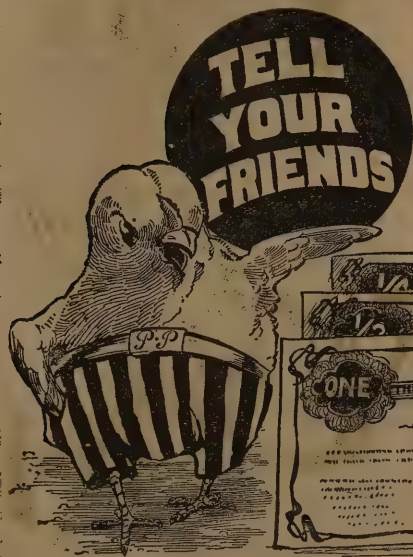
Now our business of nearly twenty years' standing and millions in annual sales is built up on this one platform of faith. So successful has been the plan, and so great has been the faith in all our products that we are now going one step further as our evidence of faith in our users. We are now giving them dividends on their previous faith and continued confidence as follows:

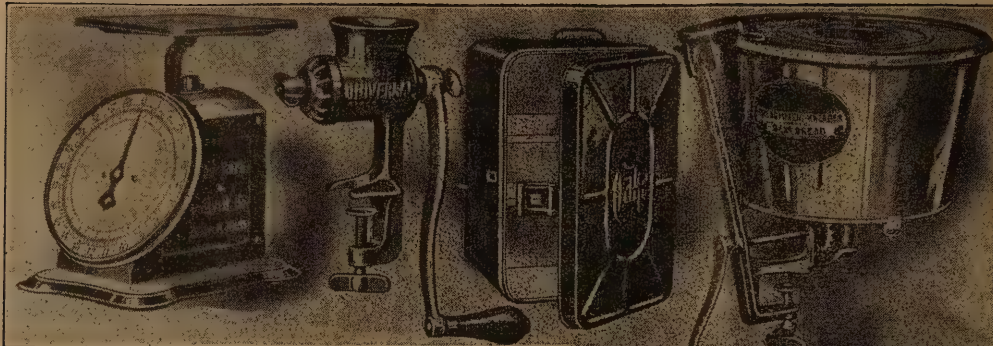
Instead of paying large sums for advertising we are asking each satisfied user to recommend our rations to at least one friend a year, simply insisting that said friend try them out on the money back plan.

The money previously appropriated has been set aside for the benefit of our users, and you will find your share represented by the coupon in each 25 lb., 50 lb. or 100 lb. bag of feed.

Save these coupons and get any of the articles shown on the following pages, or if you do not find what you desire, write us, and we will try to secure it for you.

We have had faith in you in the past and you have never failed us. That you have had faith in us is evidenced by the enormous business that you have helped us build. If you will each secure for us one new user of our goods, you will have earned your dividend for the present, and insured them for the future.





FAMILY SCALE: Weighs to 24 pounds. This is an article every family should use. 68 coupons

UNIVERSAL MEAT CHOPPER: Has become a family necessity. Chops all kinds of meat, raw or cooked and all kinds of fruits or vegetables into clean cut uniform pieces, fine or coarse without trashing and with great rapidity.
No. 1 56 coupons No. 2 64 coupons

COFFEE PERCOLATOR:
6 cup 174 coupons
9 cup 190 coupons

CASSEROLES: Round or oval as specified, brown and white inserts. Capacity 4½ pints 165 coupons

TEA KETTLES: Cast aluminum 5 pint size 210 coupons
4 quart size 305 coupons
5 quart size 350 coupons

ALUMINUM SAUCE PANS WITH HANDLE:
1 qt. 20 coupons
1½ qt. 26 coupons
2 qt. 32 coupons
2½ qt. 34 coupons
Covers, each 13 coupons

BREAD BOX: Seamless, japanned, rounded corners.
9¼" x 13" x 9" 43 coupons
10" x 15½" x 10½" 51 coupons
12¼" x 18" x 12¼" 56 coupons

CAKE CLOSET: Two shelves. Seamless, japanned, rounded corners.
10" x 15½" x 10½" 62 coupons
12¼" x 18" x 12¼" 67 coupons

UNIVERSAL BREAD MIXER:
Capacity 2 - 6 loaves 95 coupons
Capacity 4 - 10 loaves 125 coupons

LISS ROASTERS: Dark gray, made from pressed steel, seamless, with rounded corners, self basting.
9" x 12" x 6½" for 6 lb. roast 87 coupons
10" x 15¾" x 7" for 8 lb. roast 110 coupons
10¾" x 16½" x 7½" for 12 lb. roast 120 coupons

SIMPLEX ROASTER: Smooth steel, self basting.
10" x 15" x 7" 22 coupons
10½" x 15¾" x 8" 27 coupons
12¾" x 17½" x 8" 32 coupons

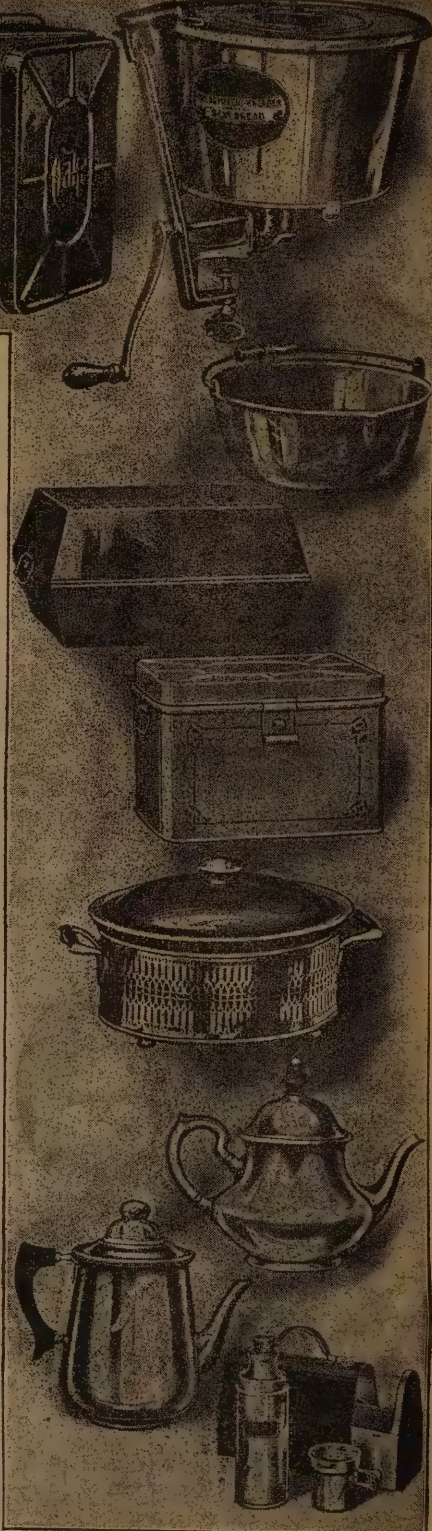
PRESERVING KETTLES: Aluminum with balls and covers
6 Quart Size 90 coupons
8 Quart Size 100 coupons

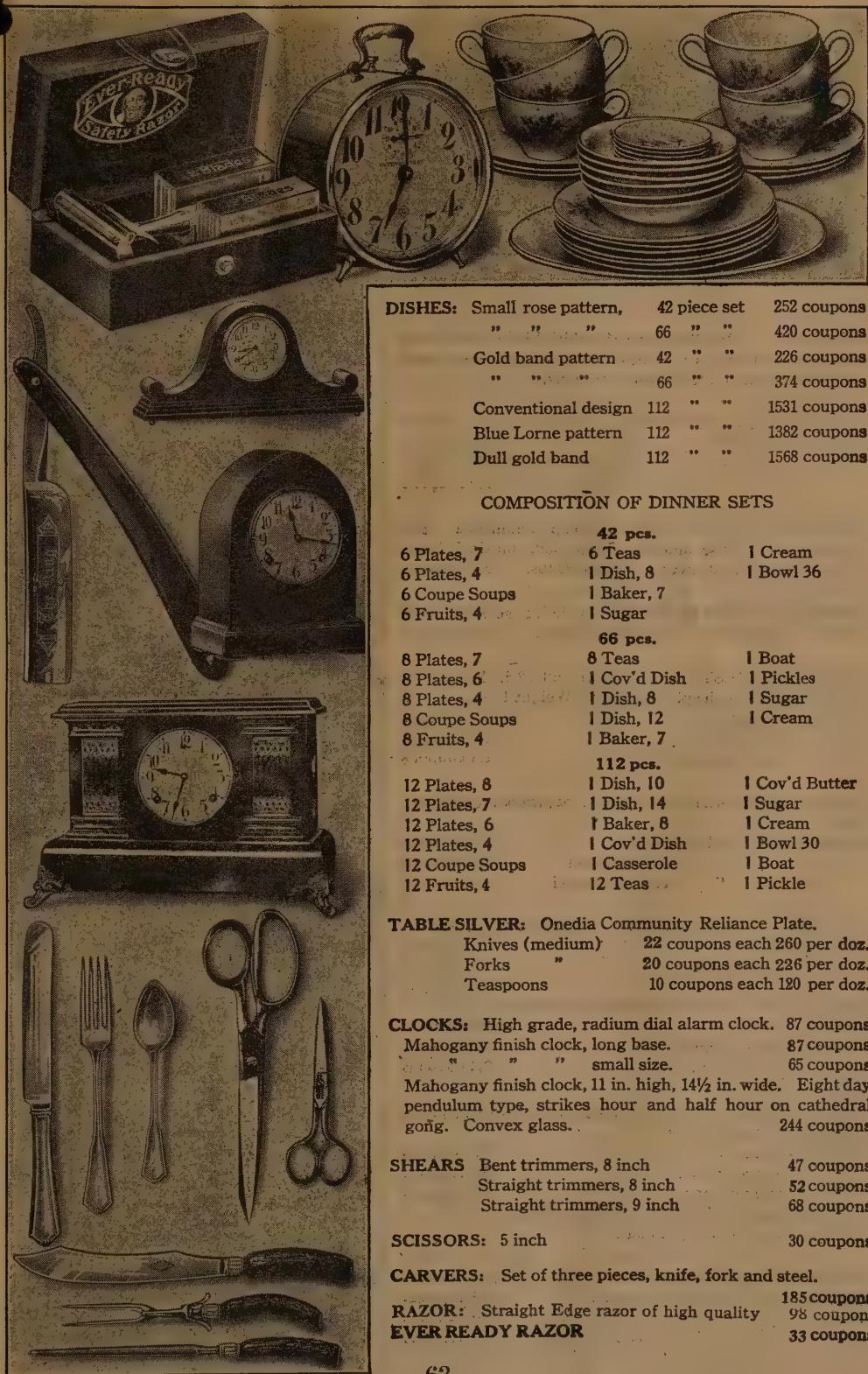
LUNCH BOXES: Heavy tin, nicely japanned.
Size 7" x 4½ x 5¼ 22 coupons
Universal, equipped with Vacuum bottle 102 coupons
Universal equipped with Vacuum bottle and two trays 114 coupons

VEHICLE LANTERN: Enameled black. 5/8 in. wick. Height 12½ inches. Burns 24 hrs. Wind proof. Safety burner. Supplied with bracket, and has red warning signal to comply with night light laws. 70 coupons

OIL STOVE: Wickless, blue flame, 3 burners 280 coupons

MRS. POTTS SAD IRONS: Per set of 3 irons, 1 stand, and 1 detachable handle. 75 coupons





DISHES: Small rose pattern,	42 piece set	252 coupons
" " "	66 " "	420 coupons
Gold band pattern	42 " "	226 coupons
" " "	66 " "	374 coupons
Conventional design	112 " "	1531 coupons
Blue Lorne pattern	112 " "	1382 coupons
Dull gold band	112 " "	1568 coupons

COMPOSITION OF DINNER SETS

42 pcs.			
6 Plates, 7	6 Teas	1 Cream	
6 Plates, 4	1 Dish, 8	1 Bowl 36	
6 Coupe Soups	1 Baker, 7		
6 Fruits, 4	1 Sugar		
66 pcs.			
8 Plates, 7	8 Teas	1 Boat	
8 Plates, 6	1 Cov'd Dish	1 Pickles	
8 Plates, 4	1 Dish, 8	1 Sugar	
8 Coupe Soups	1 Dish, 12	1 Cream	
8 Fruits, 4	1 Baker, 7		
112 pcs.			
12 Plates, 8	1 Dish, 10	1 Cov'd Butter	
12 Plates, 7	1 Dish, 14	1 Sugar	
12 Plates, 6	1 Baker, 8	1 Cream	
12 Plates, 4	1 Cov'd Dish	1 Bowl 30	
12 Coupe Soups	1 Casserole	1 Boat	
12 Fruits, 4	12 Teas	1 Pickle	

TABLE SILVER: Onedia Community Reliance Plate.		
Knives (medium)	22 coupons each	260 per doz.
Forks	20 coupons each	226 per doz.
Teaspoons	10 coupons each	120 per doz.

CLOCKS: High grade, radium dial alarm clock.	87 coupons
Mahogany finish clock, long base.	87 coupons
" " " small size.	65 coupons
Mahogany finish clock, 11 in. high, 14½ in. wide.	Eight day pendulum type, strikes hour and half hour on cathedral gong. Convex glass.
	244 coupons

SHEARS Bent trimmers, 8 inch	47 coupons
Straight trimmers, 8 inch	52 coupons
Straight trimmers, 9 inch	68 coupons

SCISSORS: 5 inch	30 coupons
-------------------------	------------

CARVERS: Set of three pieces, knife, fork and steel.

RAZOR: Straight Edge razor of high quality	185 coupons
EVER READY RAZOR	98 coupons
	33 coupons



FURNITURE: N. B. Please specify which kind of finish you prefer where there is a choice given; otherwise we shall understand that you leave selection to us.

COTTAGE CHAMBER TABLE: Size 24 in. x 18 in., height 29½ in. weight 27 lbs. In stains. 180 coupons
In Gloss enamel 231 coupons
In rubbed enamel 240 coupons

COMMON KITCHEN TABLE: Top unfinished New England pine. Base and legs hardwood, finished light. 36 in. x 26 in. with drawers. Weight 30 lbs. 160 coupons

COTTAGE KITCHEN CHAIR: Made of selected hardwood. Weight 10 lbs. Finished in stains 100 coupons

COMMON WASHSTAND: Size over all: 32 in high, 22½ in. long, 14 in. deep. Ash only. Weight 14 lbs.
Finished in stains 111 coupons
" " gloss enamel 140 coupons
" " rubbed enamel 171 coupons

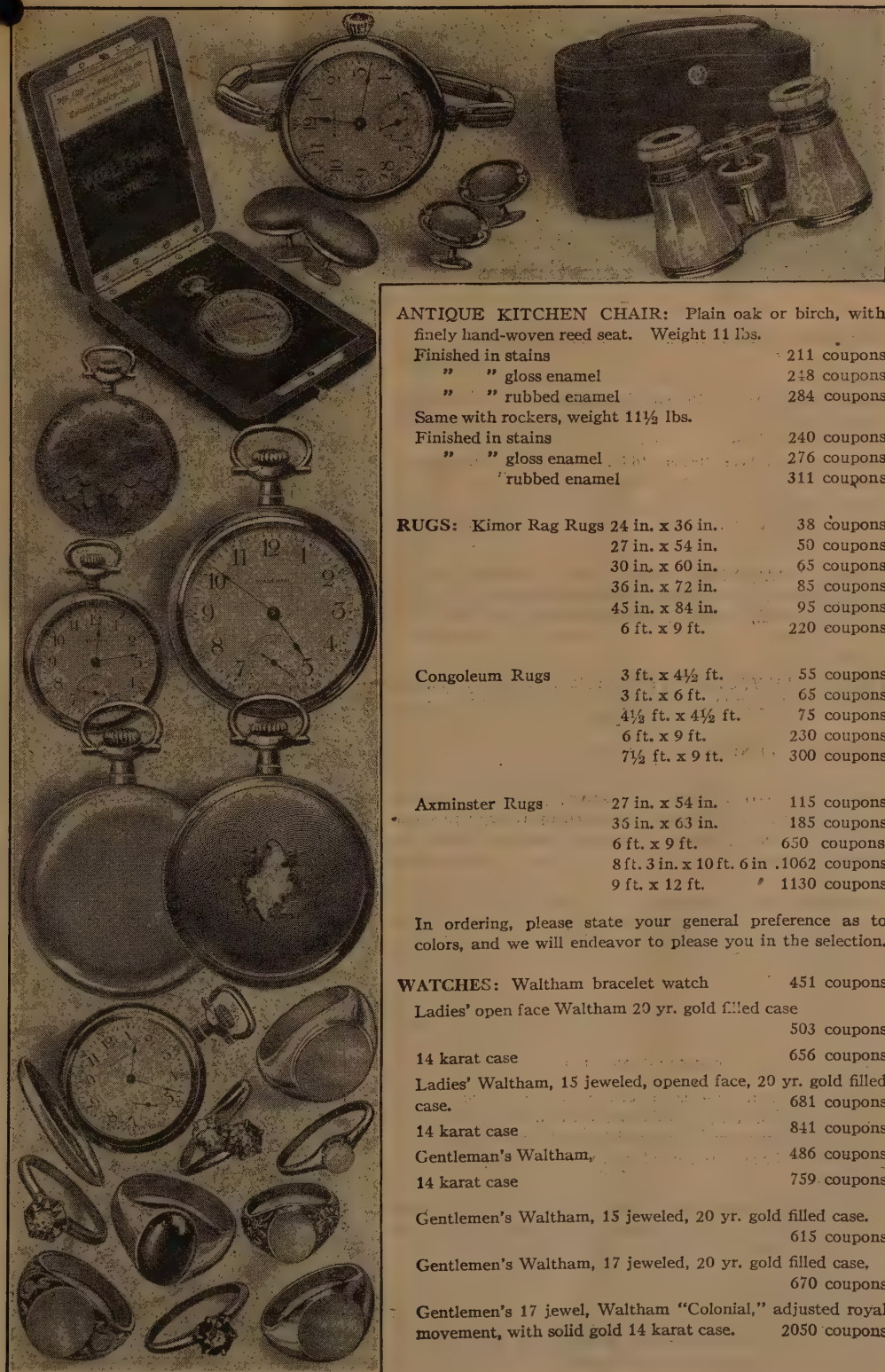
CHAIR: Combination of birch and basswood. (see illus.) No. 1
Weight 8 lbs. Finished in stains 120 coupons
" " gloss enamel 151 coupons
" " rubbed enamel 180 coupons

COTTAGE CHAMBER CHAIR: Plain oak, weight 8½ lbs.
Finished in stains 160 coupons
" " gloss enamel 191 coupons
" " rubbed enamel 220 coupons
Same as above but with rockers, weight 10½ lbs.
Finished in stains 180 coupons
" " gloss enamel 214 coupons
" " rubbed enamel 244 coupons

CHAIR: Made of selected maple saplings, with finely woven reed seat. Weight 7½ lbs.
Finished in stains 100 coupons
" " gloss enamel 120 coupons
" " rubbed enamel 140 coupons
Same as above but with rockers, weight 8 lbs.
Prices same as for straight chair.

ROCKER: Selected maple, with arms. Hand caned. Weight 16 lbs. Finished in stains 180 coupons
" " gloss enamel 220 coupons
" " rubbed enamel 260 coupons





ANTIQUE KITCHEN CHAIR: Plain oak or birch, with finely hand-woven reed seat. Weight 11 lbs.

Finished in stains	211 coupons
" " gloss enamel	248 coupons
" " rubbed enamel	284 coupons
Same with rockers, weight 11½ lbs.	
Finished in stains	240 coupons
" " gloss enamel	276 coupons
" " rubbed enamel	311 coupons

RUGS: Kimor Rag Rugs 24 in. x 36 in.	38 coupons
27 in. x 54 in.	50 coupons
30 in. x 60 in.	65 coupons
36 in. x 72 in.	85 coupons
45 in. x 84 in.	95 coupons
6 ft. x 9 ft.	220 coupons

Congoleum Rugs 3 ft. x 4½ ft.	55 coupons
3 ft. x 6 ft.	65 coupons
4½ ft. x 4½ ft.	75 coupons
6 ft. x 9 ft.	230 coupons
7½ ft. x 9 ft.	300 coupons

Axminster Rugs 27 in. x 54 in.	115 coupons
36 in. x 63 in.	185 coupons
6 ft. x 9 ft.	650 coupons
8 ft. 3 in. x 10 ft. 6 in.	1062 coupons
9 ft. x 12 ft.	1130 coupons

In ordering, please state your general preference as to colors, and we will endeavor to please you in the selection.

WATCHES: Waltham bracelet watch	451 coupons
Ladies' open face Waltham 20 yr. gold filled case	
14 karat case	503 coupons
14 karat case	656 coupons
Ladies' Waltham, 15 jeweled, opened face, 20 yr. gold filled case.	681 coupons
14 karat case	841 coupons
Gentleman's Waltham,	486 coupons
14 karat case	759 coupons

Gentlemen's Waltham, 15 jeweled, 20 yr. gold filled case. 615 coupons

Gentlemen's Waltham, 17 jeweled, 20 yr. gold filled case, 670 coupons

Gentlemen's 17 jewel, Waltham "Colonial," adjusted royal movement, with solid gold 14 karat case. 2050 coupons



TRAVELING BAG: 18 in. Brown boarded cowhide. 265 coupons

SUIT CASE: 24 in. Brown boarded cowhide, stitched edges 260 coupons

STUDENT'S BAG: Brown, 16 in. 140 coupons

WEEK END CASE: Black walrus, inside pocket, 18 inches long 380 coupons

TOILET TRAVELING CASE: Black. Contains genuine ebony military brush, comb, tooth brush holder, soap dish, shaving brush, mirror, tooth paste holder, and space for safety razor. 220 coupons

POCKET MANICURE SET: In small black case, containing cuticle knife, nail file, and stick. 25 coupons

FOUNTAIN PEN: Moore's non-leakable 65 coupons

POULTRY GUIDE POST: Attractively illustrated book on poultry by Philip R. Park; illustrated by Henry Crossman-Grover. Monthly hints on care of poultry. Articles on housing, feeding, etc. 25 coupons

PRINTED STATIONERY: 500 letterheads, 8½" x 11" printed with your copy, limited to 4 lines. 160 coupons
 250 letterheads, same as above. 120 coupons
 500 Envelopes to match. 120 coupons
 250 " " " " 80 coupons

SPECIAL NOTICE

In our opinion these goods are not down to the pre-war level, and while the prices listed are the best we can do at present, when you send for the articles, if the price has declined since the issuance of this catalogue, we will refund to you the difference.

These illustrations are not exact illustrations of the articles we are offering, owing to changes in manufacture. If you wish more definite descriptions, write for anything you wish.

All prices in this catalogue subject to change due to varying market conditions.

Always send coupons by registered mail with letter enclosed. Be sure you have your name and address printed (not written) on your letter.





SPORTING GOODS: Base ball outfits. Send for particulars of any other goods interested in.

STOCKINGS	(per pair)	36 coupons
TOE PLATES	(per pair)	8 coupons
BATS	(each)	25 coupons
BALLS	(each)	28 coupons
GLOVES, Catcher's Mitt		100 coupons
" Fielder's Glove		40 coupons
BASES	(per set)	80 coupons
MASK		65 coupons
SHIN GUARDS	(per pair)	160 coupons
PROTECTOR		96 coupons

FOOTBALL TOGS:

FOOTBALL, boys' size, pebbled grain leather 50 coupons
 FOOTBALL, Draper & Maynard. School League. Made of good cowhide leather. Regulation size and shape. 140 coupons

FOOTBALL HELMET. Black artificial leather crown with khaki sides and ears. Reinforcements on ears of heavy black artificial leather. Lined with good felt. 50 coupons

BASKET BALL. Extra heavy pebbled grain leather, regulation size, pure gum bladder. 120 coupons

BASKET BALL GOALS. 6-inch extension. Per pair with nets. 285 coupons

REFEREE'S WHISTLE. Large, nickeled plated, double cylinder whistle, with chain. 8 coupons

SKULL CAP (jersey) 10 coupons

BOY SCOUT KNIFE: 59 coupons

POCKET KNIVES: Stag handle, three blades 60 coupons
 Pearl handle, four blades 140 coupons

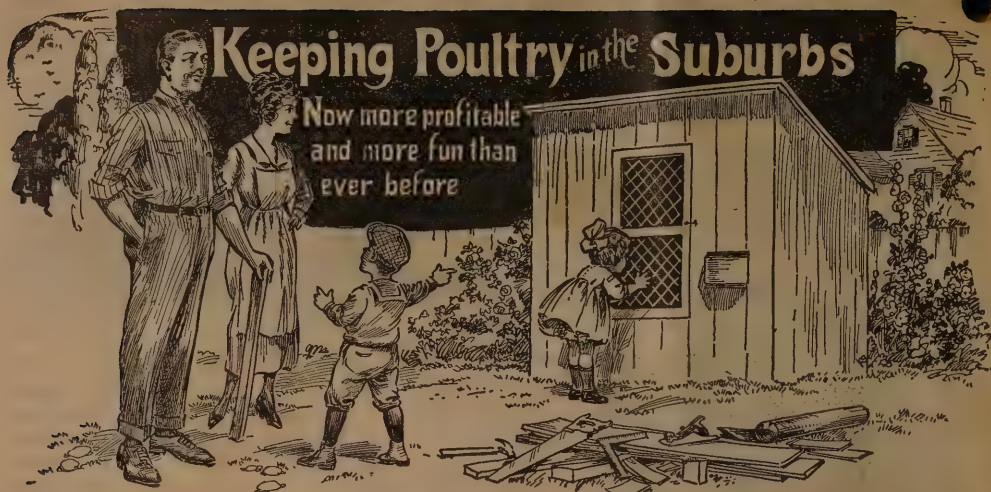
BOY SCOUT AXE: With shield 53 coupons

RIFLES: Stevens Repeater, 22 caliber, 20 in. round barrel, weight 4½ lbs. 495 coupons
 Stevens "Little Scout" 22 caliber, 18 in. round barrel, weight 2¾ lbs. 170 coupons

SHOT GUNS: Single barrel, 12 gauge, 30 in. barrel, weight 6½ lbs. 370 coupons
 Double barrel, all parts made of drop forgings (no castings used) 28 in. or 30 in. barrels, weight 7½ to 8 lbs. Left barrel full choke, right barrel modified. 760 coupons
 Stevens "Marksman." Designed especially for smokeless powder ammunition. Weight 3¾ lbs. 312 coupons

CROQUET SET: Contains 8 balls and mallets, well painted and oiled. 120 coupons
 Croquet set, contains 8 balls and mallets, painted two bands and two stripes and nicely varnished. 130 coupons

FISH RODS: Sunnybrook Steel Fly Rods 78 coupons



POULTRY in the suburbs is practically always kept in small lots and, as a consequence, extremely profitable, because, first of all, quite a bit of the feed comes from the table scraps of the family and the kindly neighbor. The feed costing less and the eggs selling for more, make a combination that is unbeatable from a money-making standpoint, and in addition—a point often overlooked—suburban poultry keeping provides the head of the house many times with a hobby,—a necessity to every red-blooded American,—and the poultry provides a profitable, easily ridden hobby and turns a pretty penny every day in addition. Select or build your house with care. Pages and volumes of matter have been written regarding shape, sizes and styles of poultry houses, and the subject is well worthy of all the attention paid to it. The success or failure of many plants is often determined at the outset by the style of building adopted. Be careful, therefore, in your first start. Improper housing is one of the things that figure strongly against profitable poultry.

COLONY PLAN. Some writers and practical poultrymen advocate and use the long buildings, claiming economy in construction cost, and of labor in operating. We will concede the slight saving in the cost of construction, but when considered as a twelve months' proposition, we know that houses on the colony plan will give much better returns on the capital invested, for the ratio of production is much higher in small flocks, and there is much less liability of disease getting into the small flock.

We must consider the bird's comfort twelve months in the year, and what would seemingly be best for a blowy January day would be stifling on a hot day

in July. What would serve to the best purposes the comfort of the bird in August, would be altogether too exposed in December. Windows are out of the question, as they make a very hot building when the sun is shining and equally cold quarters after dark, bringing two extremes of temperature during a single day, a shock no bird can stand and keep in condition.

Expensive buildings are not necessary at all, so far as egg production and the health of the birds are concerned. We have tried about every size, style and type of building that has been advocated, and have found that the small portable building brings the most uniform success to all users. We are showing a poultry house in this book that is simple in structure, inexpensive, and answers the purpose of showing you a house which has proved very successful and may give you some ideas to work from. Of course you can add to or change it in certain ways so long as you do not upset the basic idea.

Such houses make the birds comfortable in the hottest day in summer or the coldest day in winter, and require practically no attention. Hens require strictly fresh air and plenty of it, for they live at a fast clip and burn up oxygen rapidly.

CORRECT AIR CONDITIONS

Poultry, and in fact everything wearing feathers, are, of course, creatures of the air, and the importance of right air conditions surrounding the birds is recognized as of paramount importance in keeping the birds in health.

Poultry in health, properly fed, produce remarkable results; in fact, a hen working along smoothly is the greatest producer in the animal kingdom. This may

YOUR DIVIDEND COUPON IN EACH BAG

em a broad statement, but think of it! In twelve months' time she will produce from five to ten times her weight in eggs, and that means practically five to ten times her weight in flesh.

Thus, our study must be to maintain her in the most perfect health.

and made as tight as building-paper and boards can make them, the pens to be cared for entirely from the front just as in the smaller style house which we recommend.

Having completed your house with all the furnishings, the stock is the next im-

SELECT

COMB FIRE RED

CLEAN BREATH

FULL FACE

SINGING

ALWAYS HUNGRY



FEATHERS SLICK

CLEAN AND BRIGHT

CLEAN UNDER WINGS

PLUMP BODY

SOLID LEGS

The best way to cure sickness is to prevent it. Nine-tenths of really bad poultry diseases originate from bad air, and can all be prevented by right air conditions.

Your birds will never have influenza, colds, roup, catarrh, canker or chickenpox if always surrounded with proper air.

We do not mean that they should be exposed to gales of wind, or made to live and roost in draughty buildings; or kept out in rain or slush, or any other unwise conditions. We mean that your house should be built tight to ward off storms, and that you should make provisions on the sunny side to admit sufficient light and air to always provide the fowls with all they need.

To produce the right air conditions we must carefully study the shape and diagram of our house.

The main part to consider is that one-third of the south side shall be open to the weather in all climates and under all conditions, and that the opening be covered with one-inch wire netting on the front of the door, and that the opening be equally distant from each side of the pen and from the roof and bottom of the pen.

This prevents the whirlpooling of the air in the houses; which would occur if the opening were next to one side of the pen and the wind were blowing against the front of the house from an angle.

Send for design of Colony House to cut out. Shows house in detail inside and out. Sent upon request, free, for your guidance.

LONG HOUSES

The one worst feature of the long houses is the tendency to draughts, and the likelihood of canker and other contagious troubles working from one pen to another.

If you are determined to build a long house, we urge that you build it with absolutely no doors between pens, with tight board partitions running to the roof,

portant part of the deal. In making your selection, put health ahead of all other considerations. It is a thousand times better to have just plain cross-bred birds, full of health, than the highest-priced blue-bloods that are ailing even slightly.

If you are a beginner, better put yourself in the hands of a "friend who knows," getting his assistance in making your choice, but on the assumption that no trustworthy friend is available we will give a few hints to aid you in choosing "on your own."

The one worst enemy of poultry is roup, a disease of endless complication, and to the best of our belief incurable and to be shunned as one would avoid smallpox in the human family.

How to Avoid It in Purchasing

First: the smell of the nostril of the bird, if the nostrils are wet, the eyes running, the face pale and emaciated, with a disagreeable odor to the breath, and a patch of gummed feather under each wing. (Birds sleep with their heads under their wings. If healthy all the feathers are clean; if roup the discharge from the nostrils dries on the feathers and gums them up.)

Birds thin in flesh, not plump and solid.

If any one of the above symptoms are apparent, pass them up at any price and don't let any one argue that you can cure them. Never buy anything that wears feathers that has got to be cured; in fact, do not let any one make you a present of them. There is no cure.

Pullets ready to lay or laying are plump and solid, their combs are bright red, almost fiery red, their faces are full, they are active and full of life, singing and cackling around the pen and yards, feathers sleek and clean, bright and glossy and seemingly always hungry, and that's a very good sign. Birds must be gluttons to produce the eggs we want them to give us.

Birds such as we have described as healthy, will, ninety-nine cases out of a hundred, prove profitable on any suburban lot, measuring the profit in dollars and cents, and in addition you have the added satisfaction of producing some of the food you consume, and enjoy the luxury of eggs and poultry right out of your own garden.

Bring the birds home to this house we have described and start right out keeping them cold, never entirely closing the south side of the house in any zero or colder weather as long as it does not storm. Keep them dry, out of draughts and forget about keeping them warm and you will have healthy poultry.



KEEP THE BIRDS DRY

Give any of the Leghorn varieties—all the scraps from the table and if the neighbors send their scraps over feed them too, and give a feed once a day of our Scratch Feed. If, however, the scraps are not plentiful, keep the Leghorn Special in the feed dishes all the while and let them have the

scraps as a relish. Varieties other than Leghorns had better have Lay or Bust before them all the time, and only such scraps as you produce in your own kitchen. If the scraps are plentiful, cut down the Lay or Bust. Judge by the weight of the birds; if they are getting fat and heavy, cut down on the scraps. By scraps, we mean all the waste bread, cake, pastry, pudding, meat, vegetable trimmings, sour milk cheese, or any food that is not moldy, rancid or rotten. Feed the scraps dry and no more than they will clean up (scraps lying around the pen attract rats and flies), and give them to the birds after each meal. Don't let them get stale.

A dozen hens properly housed and fed should lay 15 dozen eggs apiece, or 180 dozen during the 12 months, and with a fair amount of scraps from the house, the feed will cost not 25c per dozen. The balance is your working profit. The satisfaction of producing some of your own food is worth more than double the money profit, and the pride in having accomplished what a lot of your friends assured you could not be done is worth more than both the other credits.

Raising chickens in the suburbs is another proposition, and entails the chance of annoying your nearby neighbor with the crowing of the rooster (no rooster is kept under the other plan), and also needs the skill and patience and the mother love of the young and helpless, which is born in women and absent in most men.

Raising fifty chickens in a back lot means a good many steps and more or less vigilance and worry, for suburban cats are fond of chickens and overlook the high prices that they bring. Covered runs of good size,—10x4 ft. is as small as one should attempt to grow a dozen chickens under,—should be provided, and that means feeding lawn clippings or weeds from the garden daily, and the moving of the runs occasionally to keep the ground sweet, also plenty of feed and water, Chick Feed and Bonnie Booster or Growing Feed from the start or from the end of the first week (see Feeding Chart), followed with Intermediate Chick and Growing, later Scratch Feed and Growing Feed; in fact, Growing Feed is the staff of the well grown, quickly matured chicken's life. No other feed will take its place. It represents a lifetime study of the chicken's needs and it's all in the bag. It tickles their appetites and they grow in the exact proportion as they eat.

Now it pays big to raise your chickens, and everything in the meat line is going to such figures and is bound to stay there for years that we urge everyone who is so situated that he can do so to raise his own birds instead of trying to buy them. The demand is going to be tremendous and the supply limited.

ARTIFICIAL LIGHT

There is quite a bit of discussion in the poultry and agricultural press regarding the increased efficiency of longer hours for poultry; in other words, the increasing of the daylight for them through the artificial lighting of the pens.

This is more practical for the backyard poultryman than for any other because they usually can connect their pens with electric lights at a slight expense, and by timing the feeding they can add something in the way of extra feed that will tempt the birds to continue eating during the longer hours.

To Get the Most Out of the Plan

Feed a small feed of Lay or Bust in the Overall Feeders early in the morning, say about one-half pint to each hen, or what they will clean up before noontime. Feed table scraps at noon,—whatever have accumulated during the day. At four o'clock feed what Scratch Feed they will clean up before five o'clock; at six o'clock, or about then, give them a feed of Growing Feed (every other night use Lay or Bust) in the feeder,—just about what they will clean up before eight o'clock, leaving the feeder empty over night.

YOUR DIVIDEND COUPON IN EACH BAG

In this way you are stuffing the birds most of the day and they have the added electric light hours until you go to bed (or arrange some mechanical automatic shut-off) in which to eat and exercise. You have tempted their appetites with different feeds and as a reward for your effort you will get more eggs.

We do not recommend it for busy poultrymen with large flocks, or for those with small flocks that are doing well. For them we would say let well enough alone, but it's worth trying under some conditions.

NO ROOSTER

The male member of a flock of poultry is a drone, a sort of Bolshevik. He talks and makes a lot of noise; he eats and helps not at all in the production of eggs for the table; in fact, the eggs are better, keep longer and are more digestible to certain stomachs without him.

The neighbors do not enjoy his early

morning concerts and brand him a nuisance. He is likely to be a home-wrecker, an alien, and should be deported, and the best way is to eat him, or better still, don't start with him at all. Just buy pullets and let it go at that.

NO YARD

Yards are another dispensable adjunct. Unless quite large, the poultry soon eat and kill all the grass and the result is a backyard that is an eyesore to you and your next-door neighbor.

Feed the birds as directed. Give them all the lawn clippings and weeds from the garden in their house and you will get more eggs, have a more attractive home and enjoy poultry keeping much more.

Of course the above suggestions apply to table-egg-poultry-keeping only. If you are intending to hatch the eggs, the birds must have a run and a male bird with them.

Friendly Comment

1097 N. Goodman St.,
Rochester, N. Y.

Gentlemen:

Please send me your 1922 Year Book, also Egg Charts, etc. I have been using your Lay or Bust for the past three years and have been very successful with it.

Thanking you in advance,

Yours very truly,

GERARD M. HEININGER.

R. D. Box 4, Cassville, N. J.,
July 5, 1921.

Gentlemen:

With 10 hens I was getting 2 eggs a day. In less than a week with Lay or Bust I got 8 and 10 a day. Ran out of Lay or Bust and eggs dropped to 2 a day again. Got hold of more Lay or Bust and am again on the 8 a day basis.

Have 100 White Leghorns coming (chicks), and they will get Lay or Bust Baby Chick Feed if I bust in getting it.

Yours truly,

W. R. HAM.

386 Lake Ave.,
Worcester, Mass., Feb. 13, 1922.

The Park & Pollard Co.,
Gentlemen,

I am more than pleased with all your foods for poultry, and would like to learn all I can about poultry keeping so that I can have more chickens.

Everyone that sees our six-months-old chickens say they never saw chicks grow so quickly. The pullets started laying this month. They are fine chicks, so we cannot speak too highly of your feeds.

Very sincerely,

(Signed) WILLIAM KERSHAW.

Gentlemen:

Will you please be kind enough to send me one of your 1921 catalogs? I am a user of your good dry mash and other feeds, and can say that it is the best to be had, as I get more eggs with it than any other dry mash I have ever used, and am always ready to say a good word for you, and do. You may use this in your catalog if you wish to.

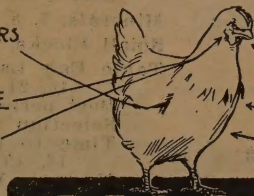
Hoping to hear from you soon, I am

Yours very truly,

HOWARD LUNGER,

Rockaway, N. J.

GUMMED FEATHERS
UNDER WINGS
EMACIATED FACE
RUNNING EYES



PALE COMB
WET NOSTRILS
BAD BREATH
THIN IN FLESH
NARROW BODY

AVOID

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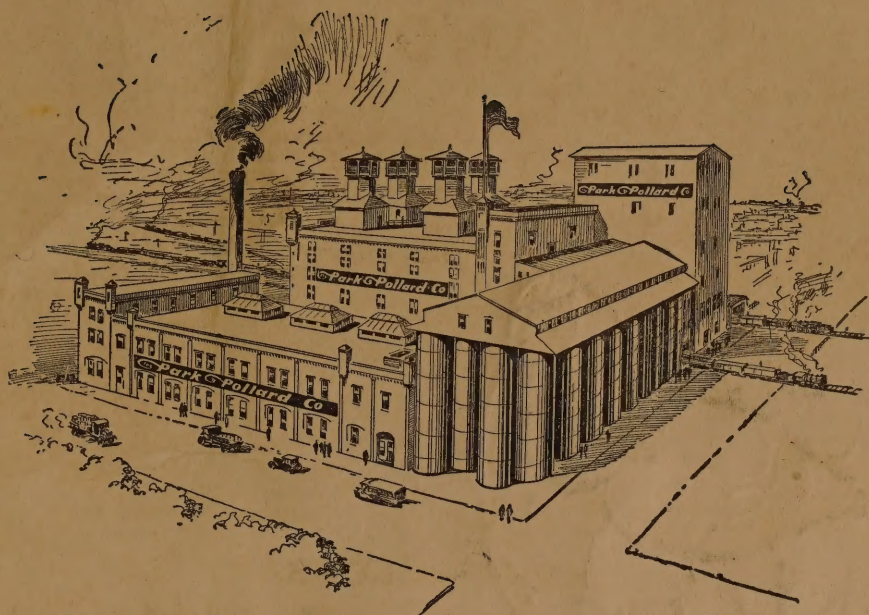
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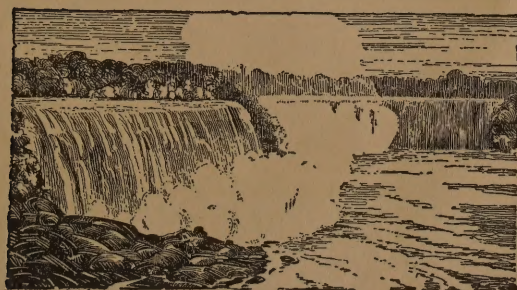
Here we show our old friends and new patrons, the Mill in which the rations you have used and are using are prepared.

It is the largest feed mill devoted exclusively to live stock rations. It takes its power from Niagara Falls, the most economical power in the country, and has a capacity of more than one thousand tons per day. The plant is as near fireproof as is possible to construct, and its location at Buffalo insures all products at the minimum price, quality considered.

We shall be pleased to have you call, and inspect the Mill at anytime you are in Buffalo, and we know that you will enjoy seeing prepared the rations that have given you such good satisfaction so many years.

Sincerely yours,

The Park & Pollard Co.



*The East must feed
itself. Live stock and
live stock alone will
restore the prosperity
of eastern agriculture;
without it no prosper-
ity is permanent.*



1c PAID
Augusta, Maine
PERMIT No. 8

RETURN TO

THE PARK & POLLARD CO.

AUGUSTA, MAINE

RETURN POSTAGE GUARANTEED
AS PROVIDED IN SECT. 214
POSTAL GUIDE, JULY 1921

FOR

MARTIN SCHWENK
GRISMERSVILLE PA